



THE SIDELINE

Newsletter of Student Athletes for Educational Opportunities, Inc.

NOVEMBER 2012

IN THIS ISSUE

Huddle Up	1
Student Athlete for Life	1
Time Out	2
Coach's Office	3
Derek Sheely	4
Replay	5
Who's that Baller?	6

IN MEMORIAM DEREK SHEELY



HUDDLE UP

LEVELING THE PLAYING FIELD



Coach Larry Harold, Jr. of the Macon County Bulldogs is seen speaking to his team after a rough day of practice. Visit www.safeo.org to read SAFE O's exclusive and in-depth story of Coach Harold's rise, resistance, and triumph of being appointed the first African-American head football coach for the Macon County Bulldogs.

STUDENT ATHLETE FOR LIFE

By Nicole Seymore, SAFE O Contributing Writer

DARIN DRAKEFORD: "Homegrown"

The University of Maryland star senior linebacker, Darrin Drakeford, took time out to speak to a group of SAFE O high school student athletes, their parents and coaches at SAFE O's annual Meet 'n' Greet breakfast hosted by Washington DC's Theodore Roosevelt High Coach, Daryl Tilghman. Drakeford, an alumni of Roosevelt High, spoke to the participants about how he balances school and sports, how he grew up in the city and avoided the temptations of peer pressure. He also revealed how, with the support from the academic support team at

the University of Maryland, he was able to overcome his fears after being diagnosed with a reading disorder.

The event was co-hosted by DC legendary news sports talk host, Glenn Harris. *Darin Drakeford, a true "Student Athlete for Life."*



TIME OUT

What's Your Game Plan?

By Coach K
SAFEQ Contributing Editor

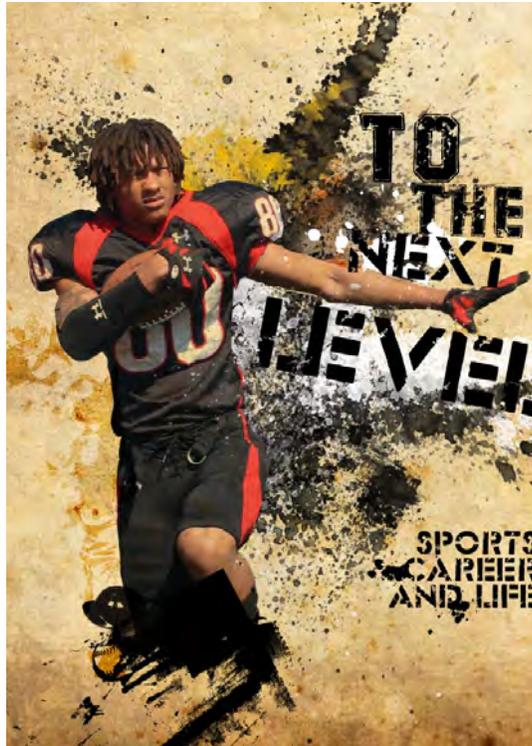
As you are reading this article, there are millions of young athletes all over the world “ballin” on schools yards, recreation centers, boys and girls clubs, and fields, sharpening their athletic skills-sets and dreaming of the day when they’ll be adored by fans and tagged as the next Kobe, LeBron, or RGIII. Many of them lay their heads down at night enthralled with thoughts of sitting at a press conference signing a lucrative multi-million dollar contract and promising to buy their mom that big house, purchase a two-seat Lambo, or floss in the finest gear.

However, according to experts like Dr. Richard Lapchick, Director of UCF/Institute for Diversity and Ethics in Sports, the harsh realities and chances of becoming a professional athlete are “far to none.” Studies from the Institute show that only one of every 10,000 college student athletes makes it to the professional sports ranks. To illustrate this in laymen’s term, imagine a football field filled with 10,000 college athletes and Dallas Cowboys owner standing in the bleachers with a contract. Because of salary caps and player free agency, Jerry will have only one contract to be signed.

The question is what is going to change the mindset of these young ball huggers? What is going to be the light switch to get them to change their approach and gain a better understanding that college is the

minor leagues for professional sports and the main class “is business.”

On October 2, 2012 ESPN aired a shocking documentary through their “30 for 30” series entitled “Broke.” It gave millions of viewers a glimpse into the dark side of sports, ballin and finances. It is “must see” TV, a real eye



opener that revealed the tragic, but all too frequent, story of many of our most highly-profiled former NFL and NBA athletes who end in financial ruin.

One compelling snap shot of the documentary uncovered that nearly 60 percent of former NBA players are broke within five years of retirement. By the time they have been retired for two years, 78% of former NFL players have gone bankrupt or are under financial stress. Many of them are sucked into bad investments, stalked by freeloaders, saddled with

medical problems, and may be prone to showing off. Many pro athletes are shocked by the harsh economic realities after years of living the high life.

So, parents and coaches, the next time you push your athlete to score the next touchdown, or slam dunk in somebody’s face, or try to get them to master a cycles of P90X workout, balance that time with them by introducing them to a business class or introducing them to a sports agent while they are in high school.

I believe we need to expose our young athletes to the business side of professional sports while they are in middle school, especially if they have aspirations of becoming a professional ball player. Push them to “have a game plan” for life after sports.

“I’m just saying.”

Check out the ESPN
30 for 30 “Broke” link at
<http://espn.go.com/30for30/film?page=broke>

GIVE US YOUR THOUGHTS!

Send an e-mail to
safeoinc@gmail.com,
Facebook, Twitter
or youtube.

“LIKE US!”



You Tube™



COACH'S OFFICE

Sticking to the Game Plan

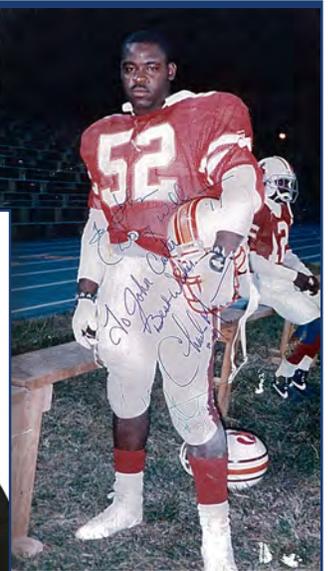
To all SAFE0 supporters,

School year 2011-2012 was one of the most rewarding and exciting periods in the 20-year history of SAFE0's existence. We're particularly pleased with the success we achieved through our "I Promise" concussion awareness campaign.

Through hard work, dedication, and the support from our parents, coaches and volunteers, we registered over 3,000 participants who signed on to take the "I Promise" pledge to help us spread the word about the growing issue of youth and sports-related concussions.

We're equally pleased to have garnered the support from some of the most knowledgeable professionals in the field of neuroscience that helped us shape the direction of the campaigns by participating in many of our community outreach efforts. The roster includes Dr. Gerard Gioia, Chief of the Division of Pediatric Neuropsychology at Children's National Medical Center; Dr. Victor Coronado, medical officer of the Center for Disease Control; Michael R. Yochelson, MD, MBA, Vice President of Medical Affairs and Chief Medical Officer of MedStar National Rehabilitation Network; Annapurni Jayam Trouth, MD, FAAN, Chair of Neurology, Howard University Hospital; and Kevin Crutchfield, M.D., Director of the Comprehensive Sports Concussion Division, Sandra and Malcolm Berman Brain & Spine Institute, just to name a few.

We are continuing our relationships with local professional sports teams,



including the Washington Nationals, Wizards and Kastles, who provide our young athletes and parents not only with free game tickets, but who are also involved opportunities that further their education and career aspirations.

When I first founded SAFE0 back in 1990, I was a junior linebacker at the University of DC, majoring in environmental science with aspirations of becoming a weather guy for one of the local networks. My initial goal was to simply hold community forums to give student athletes a platform to voice their opinions about issues that highlighted their academic and athletic plight.

As the organization grew, it became apparent to me that SAFE0 could become a viable entity that could shape and mold the lives of young athletes, particularly those who resides in communities that are considered underprivileged.

The turning point that changed the direction and mission for SAFE0 came in 1993 when I was invited by then-president of the Black Coaches

Association Rudy to serve as a panelist during their annual Coach's conference held in Dallas, TX. I was a 23-year-old kid and found myself on the same stage with legendary coaches such as former Georgetown University head men's basketball coach, John Thompson; George Raveling, former head coach at USC; Digger Phelps, former coach at Notre Dame University; and coach Nolan Richards, formerly of Arkansas University. They covered issues ranging from graduation rates, race relations among black and white athletes, the role of AAU, women in sports, and a host of other topics.

It was an eye-opening experience for me, but a moment that set us on a path that we have steadily stayed on — to provide student athletes with educational, career, and health services to help them become great athletes, but — more importantly — great citizens with a sincere hunger for giving back to their community.

— Coach Carter

In Memory of Derek Sheely

On October 19, 2012, several thousands of Northwest High School faithful cheered on the Jags as they matched up against league rival, the Einstein Titans, in a 42-14 rout. Although everyone came out to root for the home team, they were there to participate in the ceremony that was to follow. They had come to plant an oak tree and dedicate a plaque to Derek Sheely.

Sheely, a former star athlete from Northwest High School, went on to attend Frostburg State University. He had a big heart, a great smile, and passion for others. He was a standout player who played on both sides on the field and when you met him, a ray of sunshine engulfed his presence. On August 22, 2011, during football practice during his senior season at Frostburg State University, Derek suffered a traumatic brain injury (TBI) and died one week later.

The ceremony was led by former Northwest High School football coach, Andrew Fields, who delivered an emotional speech. "We have planted Derek's oak facing the stadium so that his presence may always provide protection for all athletes in its shadow."

Each year, school-related contact sports cause about four million concussions. Student athletes participating in football, soccer, and ice hockey are most likely to end up in the emergency room as a result of such brain injuries. In the case of Sheely, it is a sad and unfortunate ending, but with the help of his parents, coaches, team mates and friends, his life and legacy will serve as a reminder about TBIs and the devastating effect it can have on families.

In an interview with Derek's mother, Kristen Sheely, SAFEQ learned what the dedication meant to her and about the Foundation she launched in Derek's name. "It was very difficult for my husband and me. Being at the school and around all his friends and teammates, brought back many memories," said the grieving mom. In October 2011, Derek's parents formed The Derek Sheely Foundation in order to educate young athletes and their parents about concussions.



Derek Sheely in action



Coach Andrew Fields leading the ceremony



Derek's parents and other supporters surround the tree that was dedicated to his life.

The Foundation is dedicated to increasing awareness about TBIs and research directed towards informing young athletes ages 5-18, their parents, and coaches to the signs, symptoms, dangers, and prevention of sports-related concussions.

"We started the foundation to keep my son's legacy alive," said Kristen. One of the Foundation's signature components is its "Concussion Awareness Kit." Each kit contains age-appropriate information, such as a specially-designed pamphlet to provide young athletes the facts and answers about concussions; reminders about concussion awareness, such as wristbands, magnets, and pens; and more detailed information from the Centers for Disease Control "Heads Up" Program.

Thus far the Foundation has conducted The First Annual Derek Sheely LEAD THE WAY 4.0-Mile Race and 1-Mile walk which raised over \$10,000. They have plans to launch a campaign called "40 for 40," which symbolizes Derek's jersey number. To learn more about the Derek Sheely Foundation, or how you can volunteer or donate, visit www.thederekshelyfoundation.org for more information.

– Joshua Sparks, SAFEQ contributing writer

REPLAY

Montgomery County Students: Leadership through Volunteerism

by Latoya Jackson,
Contributing Writer

The 2012 volunteer season was a very rewarding stretch for both the SAFEO “I Promise” concussion awareness campaign, and for our roster of Montgomery County student volunteers. Our volunteers this year were the cornerstone of the campaign and were solely responsible for helping us register and encourage over 3,000 participants to take the “I Promise” pledge to help us promote awareness, education and safety about concussions.

Enthusiasm was at a all-time high to work for the campaign. We enlisted an astounding record-breaking 124 volunteers who tallied a collective 794 SSL community hours.

The students served as “I Promise” kiosk information representatives, where their primary goal was to distribute awareness fact sheets to community residents about concussions, answer questions, and providing residents insight on how being more aware can mitigate or avert the serious effects a concussion can have among young athletes, not only on the playing field, but also in the classroom and in the daily lives.

Some of the sites our volunteers worked were “Parents Night Out,” a community forum held at Kennedy High School and the Washington Nationals “Cocktails for Concussions” pre-game event. They served as “I Promise” ambassadors at a Washington Wizards game and staffed a booth during the MCCPTA’s annual Delegates Assembly event held at Richard Montgomery High School.



Sylvia Mackey and youth prepare to take the SAFEO “I Promise.”



SAFEO volunteers in action. They are everywhere!



To top the year off, the volunteers worked with Sylvia Mackey, the widow of the late NFL Hall of Famer, John Mackey, to produce a national PSA urging young people to take the “I Promise” pledge.

To learn more about the SSL opportunities SAFEO will be providing Montgomery County students for the 2012-2013 school year, log onto www.montgomeryserves.org.

WHO'S THAT BALLER?

Waiting My Turn

by Coach K,
SAFEQ Contributing Writer

Every cloud has a silver lining. At Shepherd University, Shepherdstown, WV, where cloud formations are part



Bryan Blue

of the normal scenery, the forecast for Bryan Blue, a 21-year-old 230-pound red-shirt sophomore linebacker from Accocek, MD, calls for

him to be patient and wait his turn. The problem is Blue comes from a background where he was feared by his opponents as a tackling machine during his high school days at Gwynn Park High School in Brandywine, MD.

However, Blue understands playing with the Rams is a great opportunity,

and that the WVIAC Division II is a competitive league stacked with teams on the schedule such as Shippensburg, Concord and West Virginia State is no easy task. The young head banger is in a typical situation like many college sophomores find themselves on college campuses across the county: competing for playing time with upper classmen and down a notch or two on the team's depth chart.

Although Blue has adopted a "let's wait and see" mindset for playing time, he's like a Baptist minister I once heard shout from the pulpit, "Take your time, but c'mon with it." In Blue's case, that means, "Coach, I'm ready to play now!"

In some ways it's understandable why Blue feels this way about his capabilities. In high school he was a two-sport star: a standout on both the football and basketball teams.

Early in the season, Blue was only playing on special teams for the Rams. Recently took over the starting spot during their 17-16 loss to Liberty University. Blue racked up 11 tackles - with one being a QB sack.

With two more years of eligibility left for Blue and the support system he has from both his parents, Todd



Bryan Blue and his mother, Cherretta

and Cherretta Blue, the young linebacker has all the tools to be a force to be reckoned with in the upcoming seasons.



SAFEQ PURSUES DONATIONS FOR ITS 2012 CFC "I PROMISE" CONCUSSION AWARENESS CAMPAIGN



EACH YEAR, SCHOOL-RELATED contact sports cause about four million concussions. Kids playing football, soccer, and ice hockey are most likely to end up in the emergency room as a result of such brain injuries. Young athletes and their parents who reside in impoverished neighborhoods where athletic accomplishment is often the only route to college, studies show far more concussions occur each year than in affluent areas. These kids are willing to take significant risks so that they can

continue to play. Many of these inner city kids don't have another future planned. Sports are it. We are asking all federal employees in the DC, MD and VA metropolitan area to join us by taking the "I Promise" campaign pledge and donate this year during the Combined Federal Campaign (CFC) giving period of September–December 15, 2012. Our goal this year is to raise \$2.5 million from CFC campaign donation. Please log onto www.cfcna.org and search for SAFEQ, Inc. today!

