A Player’s Pulse: An AED On Every Field

Eighteen months ago, Felice Goldbloom and her son Cardin Stoller were watching an ESPN spot on Louis Acompora, a lacrosse player from Long Island, New York. While his parents were recording Louis playing in his first high school game, he collapsed after taking a hit to the chest by a fast-moving ball. Louis died from a cardiac event called commotio cordis, commotion of the myocardium, the heart muscle. It is possible that with immediate electrical defibrillation from an Automatic External Defibrillator (AED), Louis may have survived his injury.

She looked at her son through tear-filled eyes and said, “Where was the AED?”

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A Player’s Pulse was born on that day 18 months ago. Goldbloom’s intent is that no parent will ever have to endure the lifelong trauma with which the Acomporas and other families have had to live.

Hoping to unleash her power to save lives through awareness and action, Goldbloom approached US Lacrosse to explore opportunities for maximum impact. In January 2019, US Lacrosse’s existing AED grant program joined forces with Goldbloom to establish A Player’s Pulse at the Center for Sport Science at US Lacrosse. Together we are committed to maintaining strong-hearted athletes, coaches and supporters of lacrosse on every field across the country.

Because the only effective response to commotio cordis is immediate, effective CPR and the timely delivery of a lifesaving shock offered by an AED, the goal is to have an AED on every field. Without intervention, the mortality rate is 100 percent.

There is no guarantee of the prevention of injury due to commotio cordis. There is no guarantee that a player, coach, official, parent or fan isn’t going to fall to the ground suddenly due to sudden cardiac arrest. However, through critical donor support and active leadership by local lacrosse programs, we can work to guarantee that there is an AED on site to reach that victim in the critical four-to-six-minute window that bystanders have to save a life.

There are currently 50 AED grants available through US Lacrosse for 2019. That’s just one AED per state, leaving slim odds that the AED will be at your field. We challenge you to help us reach our goal of granting an additional 100 AED units in 2019. Just $983 covers the cost to arm one local lacrosse organization with an AED through A Player’s Pulse. This is, quite literally, a lifetime investment for the good of the community.

Undeniably, an AED is the most valuable piece of equipment on the field and one not even considered by most programs until a lifetime of lacrosse depends on it.

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CHAIRMAN’S PERSPECTIVE

Unleash Your Power For Lacrosse
Edward P. Nordberg, Jr. | Chair, US Lacrosse Foundation

In early January, US Lacrosse holds its annual convention – considered to be the best professional development conference in lacrosse – conducting coaches’ and officials’ educational clinics, exhibiting the latest equipment and capturing the excitement of the spring season that is about to unfold. This year’s US Lacrosse Foundation campaign – Unleash Your Power For Lacrosse – highlights people coming together to make our sport better. While there are many ways each of us can unleash our power for lacrosse, all must incorporate the passionate pursuit of excellence.

As I write this column just after Super Bowl weekend, I cannot help but reflect on what we can learn from the excellence of the New England Patriots organization over the past two decades. I know that Coach Belichick is a lacrosse fan. He has even speculated about the positions his star players might play on the lacrosse field: Gronkowski on attack, Edelman at midfield and Brady in goal. I would love to see that trio’s lacrosse power unleashed!

As has been well documented, the success the Patriots have achieved is a result of a rigorous work ethic with respect to every detail associated with producing a winning program. From the players’ disciplined training regimen to the coaches exhaustive preparations, there is a relentless focus on improvement and execution. As players, coaches, officials and leaders of organizations that support lacrosse, we can all learn from this example to sweat the details that will improve our performance.

As lacrosse season begins, I wish you all the best in unleashing your power in the pursuit of excellence.
The Team USA Spring Premiere was held at Stanford University in late January, and featured the U.S. Women’s Senior and U19 teams, national teams from Japan and England and college teams from Fresno State and Stanford. Under blue skies and the warm northern California sun, 43 U.S. Women’s U19 National Lacrosse team hopefuls gave it their all in an effort to make it to the next round of Team USA tryouts. The weekend was jam-packed with fundraising events, games and enough memorable moments to last a lifetime.

US Lacrosse Board Member Kristen Garlinghouse and her husband Brad kicked-off the weekend by welcoming 40 fans and donors into their home to meet the women’s senior team. Two UNC Tarheels – CEO Steve Stenersen and National Team Coach Jenny Levy – shared their goals for the U.S. National Teams Program. Levy talked about her vision for the team to follow in the footsteps of the 1998 US Women’s National Soccer Team. Earlier in the day, retired U.S. Women’s National Soccer player Brandi Chastain met with the team to inspire their quest for gold in the 2021 World Championships, hosted by US Lacrosse in Towson, Md.

On Saturday morning, the senior team hosted a clinic for 100 excited young athletes. Interactions with the players showed the greatest impact Team USA players can have is to serve as inspirational role models for the next generation.

After a full day of games on Saturday, US Lacrosse Foundation Board Member Kristin Noto and her husband Anthony hosted the U19 National Team, parents, donors and fans for dinner at Coupa Café at the Stanford Golf Course. The evening included remarks from Stenersen and U19 Coach Kelly Amonte Hiller, a photo booth, and lots of bonding for the parents, athletes and fans.

The weekend culminated with a final blue-white scrimmage for both the U19 and senior teams on Sunday, providing the younger players one last opportunity to impress the coaches with their speed, agility and skill. “I was really happy with the weekend,” Amonte Hiller said. “The team chemistry was incredible. Every single player was focused, unselfish, just committed to what it takes to represent the U.S. Program the way we want it represented.”

The U.S. has two more training camps scheduled before departing for the 2019 Federation of International Lacrosse (FIL) Women’s U19 World Championships, which will be held August 1-10 in Peterborough, Canada. The players will reconvene at US Lacrosse headquarters in Sparks, MD, June 7-9, and then at Northwestern University, July 8-10. Prior to the World Championships, Amonte Hiller will narrow the final roster to the FIL-mandated limit of 18 players. “It’s unfortunate we can’t take them all.”

**RING SEASON!**

The U.S. Men’s National Team received their championship rings on January 16 at the US Lacrosse National Convention. Greg Gurenlian said it best when he tweeted “Top moment of #LaxCon2019: Bringing this special group together again to remember what we went through together, to say thank you and celebrate. Every person in this pic is special and I’m grateful to be a part of it. #WorldChamps #ForeverTeam”
IN THESE INITIATIVES IN 2018

DIVERSITY AND INCLUSION:
Invested $85,000 to provide 44 diversity grants impacting 8,000 participants in underrepresented communities.

EQUIPMENT GRANTS:
Invested $1.8 million to provide 1,000 equipment grants to schools and non-profit organizations in 49 states and Washington, DC, introducing the sport to more than 28,000 children.

COACH DEVELOPMENT:
Increased the national certified trainer pool to 192, allowing for more hands-on time for the 4,874 participants of the Level 1 Coaches Clinics.

OFFICIALS DEVELOPMENT:
Launched the Certified Assigners Training Program, the first of its kind across all sports in the U.S., to ensure fair and thoughtful placement of officials in competitions.

ATHLETE DEVELOPMENT:
Held 32 inaugural TryLax events in the last six months of 2018 in 18 states, exposing 3,100 children ages 6 - 12 to the sport for the first time in a low-cost, high-fun environment.

MAKE A GIFT TODAY AT USLACROSSE.ORG/DONATE

DONOR POWER unleashed
Clarksville Kings
Practice: Respect

It was a simple, spontaneous gesture of respect. And it moved a man to tears.

In Clarksville, Tennessee, some 40 miles northwest of Nashville, members of the Kings Lacrosse Club were practicing in the early autumn heat. A stranger came across the field to speak with coach Bradley Wallace, then addressed the players.

“My father passed away in August. I kept it together through the funeral service, [but] in the car for the funeral procession we passed the field where y’all were practicing. I looked out the window and saw all of you take a knee, and I lost it. You didn’t know my father, but he was an incredible person and what you did honored him and would have made him happy. I just want to thank you for that,” he said.

The Kings are one of 768 teams—comprising more than 22,370 kids—to receive an equipment grant from the US Lacrosse First Stick Program since it was started in 2011. Working with local public schools, the Kings have since exposed another 4,200 students to the sport through PE classes... just since August!

We learned about this in a thank-you letter from Dian Wallace, one of the volunteers “spreading the gospel of lacrosse” throughout the region. Clearly, the impact of your generosity goes well beyond the numbers. It touches the community.

Wooden Sticks Day: Heritage

Bill Allen of Ace Lacrosse has always had a love affair with wooden sticks. He has sticks in his collection from the Onondaga and Mohawk nations, and from legendary stick makers Alf Jacques and Wes Patterson. He took his old high school stick to Lake Placid and a member of the Mohawks restrung it for him. “I always used leather. More feel,” he said.

Allen started Wooden Sticks Day at Palm Beach Central School in Palm Beach, FL, in support of the Keeper of Lacrosse Project and the sport’s Native American roots. “The kids loved it. They had a blast throwing and catching with these old wooden sticks with leather, even though the only sticks they’re used to have big pockets and are mesh. I used to break the wooden sticks out at camps and let the campers use them when we scrimmaged, but they take too much of a beating.”

Bill finds the sticks on eBay, recycling their usefulness by establishing a connection between today’s players and the roots of lacrosse.
Teen Donation: Pass The Friendships And Memories On

Every once in a while, we receive a note along with a donation that gently reminds us why lacrosse is REALLY important. This note from 16-year-old Gabriel Cummins from Sparta, NJ, came to us during the December holidays. “I hope my donation can help kids to play this amazing sport so that they, like myself, can make memories and friends that will last a lifetime,” wrote Gabriel.

That’s powerful. For those of us who were in the office working long hours to wrap up 2018, this was the best gift of all to get us in the holiday spirit.

Verve Lacrosse: Girl Power

McKinley Elementary School in East San Jose, CA, is taking girl power to a whole new level. Despite not having a PE teacher at the school and limited sports opportunities for girls, Verve Lacrosse is creating a community to build their confidence and learn a new sport that they are quickly falling in love with. As a recipient of a 2018 National Diversity Grant from US Lacrosse, The McKinley Project continues to provide an authentic, viable and enriching lacrosse program for the girls of the East San Jose community.

McKinley is using lacrosse to embolden girls to advocate for themselves and be confident and fearless competitors who exercise leadership on the field and in their communities.

WHAT POWERFUL LACROSSE MOMENT WILL YOUR GIFT SPARK?

US Lacrosse is grateful for the scores of donors who have made gifts through Donor Advised Funds (DAF). In simple terms, a Donor Advised Fund is a personal charitable giving account. Generally, donors receive immediate tax deduction for contributions to their DAF, then can recommend grants from the fund to 501c3 charities such as US Lacrosse. DAF’s are an attractive philanthropy vehicle because they are able to grow tax free through earned interest and investments.

“Our DAF maximizes our ability to support organizations, like US Lacrosse, while teaching the values of philanthropy to our children,” says Todd Crockett, longtime US Lacrosse Foundation donor and board member.

If you have an existing Donor Advised Fund through Fidelity Charitable, Schwab Charitable, BNY Mellon Charitable, or through your local community foundation, you can designate your support to US Lacrosse directly from the DAF Direct tool at www.uslacrosse.org/foundation/ways-to-give, or consult your financial advisor for more information.
### UP YOUR GAME AT TIERNEY FIELD

Bring your team to play in a state-of-the-art facility with an intimate lacrosse setting.

### HIGHLIGHT GAMES FOR 2019:

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<th>Date</th>
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<tr>
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<td>10/19/19</td>
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Full schedule at uslacrosse.org/tierneyfield. For more information, contact:

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