

Eastview Lightning: “Brotherhood”

Family Information Meeting
Sunday, April 16th 7:00
Eastview Commons



FOOTBALL

Head Coach Introduction

- Head Coach/OC/Special Team Coordinator of Canmore (AB) Wolverines from 2014-2019 (33-16, .673 win percentage)
- 2018 Provincial Champion Coach
- 2018 Coach of the Year (AB)
- 2017-2018 Senior Bowl (Alberta) Running Backs Coach
- Eastview 2021: Offensive Line
- Eastview 2022: WR's, Special Teams Coordinator, JV Offensive Coordinator





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Coaching Purpose Statement

“Developing young athletes into critically thinking, confident adults through high expectations, competition, positivity, & overcoming adversity. Winning through: relentless pursuit of continuous improvement, resiliency, intelligence, & preparation.”

Coaching Staff



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22 coaches in EVFB program (8-12):

-17 coaches in building at Eastview

-3 Coaches in District Middle Schools

-8 New Hires in 2023



2022 Staff



Team Rules

What is Expected of our Players:

We ask you to follow three team rules that will ensure we continue to strive towards championship culture, accomplishing your personal goals on the field and in life.



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Team Rules

1. Put the team FIRST

Make decisions that do not harm your reputation or that of the team, on the field and off. Protect your teammates, the Lightning logo, and conduct yourself with honor in everything you do. Know the difference between right and wrong, and act accordingly. Be a good teammate to everyone who wears the jersey.



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Team Rules

2. Be Early

Respect yourself and the job you are doing by exceeding expectations and by being early, whether that be to team meetings, practices, the weight room, or to be first in a drill. Protect and respect the team.



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Team Rules

3. Do your Job

- Trust your teammates; know your role; put yourself in a position to be successful; know that every opportunity you are given is a chance to WIN.
- Get in the gym in the offseason, and be purposeful in your off-season training and nutrition.
- Understand that your job as a member of this team means doing your job in the classroom, at your workplace, and in your family.
- Fundraising is an essential part of growing our program, and you are expected to fundraise.
- Failing to attend class, maintain a high GPA, or violating EVHS behavioral policies, including the use of substances or chemicals, will result in consequences.



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What is Expected of our Families

- Model the behaviour you want to see. We are a part of a larger football community: Treat EVERYONE in the community with respect (Lightning players, opponents, referees, fans in the stands, etc).
- Families are expected to support their athlete in a positive way
 - Allow the coaches to coach, don't compare athletes, and give your child support to work things out themselves (when possible)
 - Be an active Booster Club member, Volunteer, be present at games
- Understand that growth can be challenging, but it is WORTH IT
 - Football is a difficult sport and adversity is ever present. Struggle and challenge are a part of becoming better athletes, teammates, and people.
 - If you need to speak to a coach, do it Saturday-Thursday. The Head Coach and Athletic Director will handle all interactions with families - Assistant Coaches will direct you to them



FOOTBALL

Summer & Cross Training

- Playing multiple sports is **STRONGLY ENCOURAGED**. Track, wrestling, baseball, lacrosse, all make our athletes more fit and ready for the season.
- If you aren't in another sport, you need to be in the gym and on the grass (running, training, drilling)
- Fall camp starts in **118 days**. If you do cardio/strength training/flexibility/dynamic training 6 days a week for an hour, that is 101 hours. That is the **MINIMUM** expectation.



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Super Group

	9 th – 10 th Grade	11 th – 12 th Grade	
Time	M – TU – TH Group Time 8:00 Start 9:30 Finish 1.50 Hours Total	M – TU – TH Group Time 7:00 Start 8:30 Finish 1.50 Hours Total	
Cost	\$	\$	

Summer Supergroup is an excellent opportunity to receive high quality weight training instruction, while simultaneously working on team building with Coach Swanson, Rainey, Jackson, and Egan.

Rise & Grind continues for all athletes Monday, Tuesday, and Thursday @ 6:00 am.

TCO – Training HAUS Combine



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Equipment Distribution

Equipment can be picked up from C250 at any of the following dates for Summer Camp. There will be additional pickups for Fall Season.

- June 4th 10-12 am & 2-4 pm
- June 11th 10-12 am & 6-8 pm
- June 12th 7:30-8:30 am (First day of Summer Camp - come early!)

Lightning Football Camp



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- June 12-16 (First week after school)
- 9:30-12:00
- BBQ Friday 11:00



Duluth Team Camp



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- June 26th
- June 27th
- June 28th
- Registration link is in your packages
- Cost: \$190.00
- All athletes will need to bring bedding, clothing, football equipment, and a fan (recommended)



Eagan 7-on-7



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- July 19th
- 1:00-3:00
- 4 teams, 3 games
- Good opportunity for skill positions
(QB, WR, RB, LB, CB, S)



Youth Camp



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- July 24-27 9:30-12:00
- July 31-August 3 9:30-12:00
- EVFB Players will act as coaches
- Opportunity for volunteer hours for lettering



Stronger connection to EVAA = Stronger EVFB Program!!



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Summer Blackout Dates

July 1 - July 7th

NO Coaching, Contact, or School/Football related activities.



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Fall Scheduling (Camp)

- Fall Camp begins August 14th @ 9:00 am
- Players with physicals DUE will not be able to register if physical is out of date
- Two-a-days; grades 9-12
- Photo day August 16th after practice
- Ice Cream Social August 24th
- EVAA kickoff bash August 25th
- Prior Lake Scrimmage August 26th

Section 3AAAAAA Football



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Official schedule will be released in June.



Fundraising



Average cost per player is \$900-1000/year. We ask each player to contribute \$350 + 20 emails during our SNAP fundraiser. We encourage players to *earn back* their \$350 through fundraising (Flower Sale + Lightning Card).

Flower Sale - 4/16 to 4/24

Cub Foods Bagging - 4/30 (sign up now!)

Fall Season Fundraising:

- TeamSNAP
- Lightning Cards
- More Additional Fundraising Opportunities Coming

2023 Flower Sale



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The primary purpose for the Spring Flower Sales Program is to give each player an opportunity to earn their required \$150.00 equipment contribution (due at equipment pickup in summer.) Athletes will benefit directly from their individual efforts.

Sell \$300 or more and your \$150 equipment contribution is covered!

More detailed information and instructions are included in your packets.



Lettering



Academics, player commitment, strength room dedication, program and community service, team success, on-field contribution, multi-sport athletes

POINTS NEEDED TO EARN AN EASTVIEW LIGHTNING VARSITY FOOTBALL LETTER:
_____ (190)

- ★ New players to the program are evaluated on an individual basis
- ★ All letter forms need to be completed by the player and submitted to the coaching staff
- ★ EVFB Coaches can award any individual player a letter through individual consideration



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 Lightning Football Lettering Policy 	
Academics	
Q1 GPA above 3.0 and NO suspensions/detentions	____ (5)
Q2 GPA above 3.0 and NO suspensions/detentions	____ (5)
Q3 GPA above 3.0 and NO suspensions/detentions	____ (5)
Q4 GPA above 3.0 and NO suspensions/detentions	____ (5)
TOTAL:	____ (20)
Weight Room	
Fall Strength Testing Completed	____ (5)
Winter Strength Training: Coach Verified (non-Winter athlete)	____ (5)
Winter Strength Testing completed by official end date	____ (5)
Spring Strength Training: Coach Verified (non-Spring athlete)	____ (5)
Spring Strength Testing completed by official end date	____ (5)
Above 80% attendance at Rise & Grind	____ (5)
TOTAL:	____ (30)
Summer Strength & Conditioning	
Supergroup strength training and conditioning (1 point/day completed)	____ (23)
Attend Football Activities (1 point/day completed)	____ (9)
Attend Football Camp (2 points per day)	____ (10)
TOTAL:	____ (43)
Multisport Athletes	
Participate in EVHS Winter Sport	____ (10)
Participate in EVHS Spring Sport	____ (10)
TOTAL:	____ (20)
Player Commitment	
Signed Player commitment sheet	____ (20)
TOTAL:	____ (20)
Community Service & Fundraising	
Football Related (EVAA Camp/Clinic or other, 12 hours)	____ (12)
Non-Football Related (Relay for life, Feed My Starving Children, etc)	____ (10)
Complete Lightning Card Sales (Purchase option qualifies)	____ (10)
TOTAL:	____ (32)



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May Leadership Dates

- Fridays in May 7:00 am in C250
- Opportunity for team building, leadership skills, and work toward earning a spot on our leadership council
- These are open to the whole team
- Leadership Council (6 SR's, 2 JR's)
- Guest Speakers: TCO Nutritionist, Chase Vogler (UMD)

Recruiting Information



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This information is for all players interested in playing at the next level (NCAA, NAIA, JuCo)

Begin the process as early as possible

Any red flags, or even yellow flags, about you will cause recruiters to move on.

Feedback about your character will often mean the difference between an offer and a school passing on you.



LIGHTNING FOOTBALL RECRUITING INFORMATION

High School Participants	NCAA Participants	Overall % HS to NCAA	% HS to NCAA Div I	NCAA Athletes Drafted	% NCAA to Pro
1,006,013	73,712	7.3%	2.5%	254	1.6%

The information above is a reminder - playing post secondary football is for an exclusive club, and in order to join that club you need to take ownership over the process. Here are some things to consider as you begin your recruitment process:

Stay on top of your academics: regardless of whether or not you play, academic success will open more doors for you than football ever will. Be smart with how you use social media, both as a tool to be recruiting and cautious against the messages you are sending. Train with the team - be a LEADER! Colleges want high character young men who will be good for their program. If you LOVE Football, there will be a place to play after High School. Don't focus on levels (Div I, II, III, FBS/FCS, NAIA, JuCo).

Academics	Meet with Counselor and check NCAA Eligibility Center (eligibilitycenter.org). You MUST have a minimum GPA of 2.3. Colleges pass on athletes that are at academic risk of being ineligible. 2.3 or take a knee.
Hudl	Use only VARSITY film - no JV or practice film. Film package should be concise (2-3 min MAX), with first 6-8 plays need to be absolute best plays. Include your: Name, Number, School, Position, Cell, Email, GPA, Football Awards.
Communication With EVFB Coaches	Make sure to provide contact info to Buckley, Vandenberg, and your position coach. Provide your top schools, and we will help reach out. We work behind the scenes to make as much progress on your behalf as possible. Also the Minnesota Recruiting Fair is a vital piece to ensuring your name is put forward.
Research	The biggest question is "Is this where I want to spend my next four years?" What if football doesn't work out - will I still be happy at this school?" Look at school websites, fill out as many recruiting questionnaires as possible. Research: Majors offered, Life on Campus, Facilities, Football Program, Coaches. <i>College Coaches DO NOT respond to recruiting services: SAVE YOUR \$\$!</i>
Visit Campus	Get on Campus before a Senior visit. If you need help meeting with the coaching staff, talk to Buckley or Vande. Attend 6-8 schools you want to attend and register for their camps. DO NOT over camp yourself! Injuries can occur if you overdo it. Focus on the camps of schools that you are seriously focused on. "Mega Camps", with multiple schools attending are the best to attend.
Contact Coaches	Email the recruitment coordinator and positional coaches - AVOID emailing the head coach. Make each contact personalized, and make sure your information is correct. DO NOT send a form letter to 50 coaches. Use social media to communicate with coaches and be specific with your information. Be PROFESSIONAL and return all correspondence with coaches that contact you: reply to texts, phone calls. Don't close any doors on any programs - make coaches stay interested

How to Use Social Media for Recruiting

SOCIAL MEDIA PROFILE FOR HS ATHLETES

PROFILE PIC OF
YOU IN YOUR UNIFORM

USE YOUR REAL NAME

HAVE CURRENT TOWN
AS YOUR LOCATION

BIO SHOULD HAVE

HIGH SCHOOL - SPELL IT OUT
GPA (ACT/SAT SCORES ALSO GOOD)

C/O - CLASS OF - 2022, 2023 ETC

YOUR POSITION

OTHER SPORTS AND ORGANIZATIONS

HEIGHT/WEIGHT

LIMIT USE OF EMOJIS IN BIO

RANKINGS FROM 247, RIVALS, ESPN, ETC



MAKE SURE YOU'RE
ABLE TO RECEIVE
DIRECT MESSAGE

PROFESIONAL HANDLE

HAVE A LINK
TO YOUR HUDL

FOLLOW COACHES
AND TEAMS

IMPORTANT

WHEN YOU LIKE SOMETHING,
YOU'RE TELLING THE WORLD
YOU ENDORSE THAT, WHICH
COLLEGES AND COACHES CAN SEE.
BE CAREFUL WHAT YOU LIKE

Concussions & Safety

Prevention of injuries, whether that be head-neck-spine related, muscular, or otherwise is a vital piece of our organizational success.

- IMPACT applications Baseline Testing
- Controlled contact in Practice
- On-site Athletic therapist to prevent second impact syndrome





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Staying Connected

- Band App (download for iOS or Android)
- Twitter (@EV_Football)
- Facebook
- Website (<https://www.eastviewfootball.org/>)
- EVHS Weekly Emails



Liaison Contact Information



FOOTBALL

9th Grade: Beth Lowther

bethlowther@yahoo.com

10th Grade: Shannon Frost

muellersh22@hotmail.com

11th Grade: Melissa Bauer

melissa.bauer45@gmail.com

12th Grade: Stacy Kronberg

kronbergs@charter.net

ELTC : Sara-Lynn Nash

slinmn@yahoo.com

Coaching Staff: Wade Buckley

wade.buckley@district196.org

Eastview Lightning Touchdown Club



Booster club is essential to the success of our organization. We need families who want to make a positive impact to volunteer their time and energy.

Meetings first Monday of every month at 7:00 in EVHS C250.





Sara-Lynn Nash (ELTC President)

Volunteering, Fast 4 years, Volunteering split up by class strategically so seniors parents can watch their kids, 50K/year to run program, 15% of which is raised by concessions at 4 home games (3 hr commitment).

Sign up Shells for home games, BBQ, kickoff bash, SSYFL playoff, playoff game, section game that we will host

Open Volunteer Positions



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- Program Advertising
- Senior Poster
- Senior BBQ
- Homecoming
- Videography
- Fundraising
- Many Co-Leader Positions

Lightning Football Committees & Events

Committee	Sr Leader	E-mail	Co Leader(s)	E-Mail
Equipment Resource Fee	Bryan Granger	bwgranger77@gmail.com		
Concessions	Steph Helvie	stephhelvie55@gmail.com	Eric Helvie	eric.helvie@gmail.com
Flower Sales	Sara-Lynn Nash	slinmn@yahoo.com	-OPEN-	
Lightning Feeds	Dave Desutter	davidpdesutter@gmail.com	Gretchen Desutter	gretchen.desutter@gmail.com
Program/Advertising	-OPEN-			
Spirit Wear	Shannon Frost	muellersh22@hotmail.com	Sara-Lynn Nash	slinmn@yahoo.com
Summer Player BBQ	Aric Johnson	zeusaric@hotmail.com	Nate Judson	npjudson@charter.net
Tackle Cancer Events	Gretchen Desutter	gretchen.desutter@gmail.com	-OPEN-	
Senior Banners	Melissa Bauer	melissa.bauer45@gmail.com		
Senior Poster	-OPEN-		-OPEN-	
Senior BBQ	-OPEN-		-OPEN-	
Senior Parent Night	Amy Rabon	amykrabon@gmail.com		
2023 Varsity Banquet	Amy Rabon	amykrabon@gmail.com	-OPEN-	
Buy a Brick	Shannon Frost	muellersh22@hotmail.com		
50-50 Raffle	Aric Johnson	zeusaric@hotmail.com	Kelly Johnson	klundmanj@gmail.com
Homecoming	-OPEN-			
Lightning Blitz	Coach			
Women's Social	Shannon Frost	muellersh22@hotmail.com		
Game Day Treats	Amy Rabon	amykrabon@gmail.com		
Social Media	Shannon Frost	muellersh22@hotmail.com		
Videography	-OPEN-			
Photography	Sara-Lynn Nash	slinmn@yahoo.com	-OPEN-	
Scoreboard Project	Mike Stevens	cityviewservices@yahoo.com	-OPEN-	
Website	Aric Johnson	zeusaric@hotmail.com	Coach	
Kick-Off Bash	Paul Zackary	paulczackary@yahoo.com		
Fundraising	-OPEN-			

BAND Etiquette



- Complete a profile: photo, first/last name, descriptor of EVFB connection ex: “parent of Mike Smith, Junior”
- Turn ON notifications for important information
- Reduce the “noise”
 - Send direct messages instead of commenting on posts
 - Use the + sign in the upper right corner to select the parent/coach you want to reach.
 - Liking/Reacting to post will not send an ALL notification



FOOTBALL

Player Wear – Team Clothing

For purchasing team wear or clothing to wear underneath jerseys, black is the best color. Aside from the Tackle Cancer game, other colors are considered a uniform violation and can result in a player being removed.

We want to look like a team: everyone should be in EVHS wear! (Black or White)



Nike Dri-FIT Flex
Woven Short

3 Colors Offered
\$36.99



BSN SPORTS Agility 2
Pocket Short

3 Colors Offered
\$24.99



EASTVIEW
FOOTBALL
Center
Front



EASTVIEW
FOOTBALL
Center
Front



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Registration

	Cost	How to Pay	What this provides	Due by
District Participation Fee	\$195.00	MyPaymentsPlus	12 Coaches Helmet Reconditioning Transportation Game Workers Officials	8/14
Equipment Fee	\$150.00	Cheque/Venmo @ Equipment Pickup	Helmets/Shoulder Pads Uniforms Practice Gear Footballs Field Equipment HUDL	Equip. Pickup
Booster Club Fee	\$25.00	TBD	Extra Coaches (10) Shed Construction Extra "Value Added" items	TBD

Questions + QR Codes



FOOTBALL

Duluth Registration



BAND



My Payments Plus
(Registration, Super
Group)



ELTC Opportunities



Thanks for Coming!



“Brotherhood”

Tackle Cancer

Meeting with Gretchen 4/11



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Extra Slide

TEXT GOES HERE



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Picture Day - Wednesday August 16th (Helmets to Valley and Dick's)

PAK (parents are key) meetings - Lightning Feed

Tie together Social medias

Senior moms/families taking photos with their sons - during the season? During photo day? Check out Lakeville North

Committee list updated on website - flash it on power point



EASTVIEW FOOTBALL



Rosemount
August 31
@RosemountMNFb
AWAY



Roseville
September 8
@RSVLRAIDERFBALL
AWAY



Hopkins
September 15
@HopkinsFootball
HOME



Buffalo
September 22
@GoBisonFootball
HOME



Burnsville
September 28
@BurnsvilleSport
AWAY



Park
October 5
@ParkWolfpackFB
HOME



Lakeville South
October 13
@LSHSCougarsFB
AWAY



Eagan
October 18
@Eagan_Football
HOME