



## End Of The Year

Thank you for opening our latest newsletter. We trust your school year went well. Please accept our compliments for doing a great job as athletic director. We know how difficult it can be and we appreciate the efforts and time you spend to allow the students to participate in athletics. Thank you!

We would like to announce another new product, Collectible Canvas. Whether you are looking for a new fundraising item for your Cheer squad, Alumni, Football team, or your Spirit Store, Collectible Canvas can create the high margin program you are looking for. A one of a kind product made here in the USA, we know the value Schools and teams seek in order to have a successful program. Give us a call, or e-mail [emily@howelltosports.com](mailto:emily@howelltosports.com), if you are interested in this new product.

As always, we have also included a few article links for your review. We do appreciate your support and hope you have a great end of the year for your program. Thank you!

Also, please take a minute to check out our newest [Trivia question](#) and be the first to answer it correctly to win a free prize!

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### [5 Key Mental Skills of Elite Athletes](#)

"Modern neuroscience and sports science is challenging the idea that performance is primarily about physical prowess. Instead, skillsets between the

ears are proving to be defining traits of super-elite athletes. Let's take a look at 5 of the key mental skills that make up a truly pro athlete.

1. Situational awareness  
Whether it's cycling, running, tennis, soccer or basketball, most sports involved dynamic scenes where many things going on all around change rapidly. Often how these elements change is hard to predict. Being aware of the play as its happening involves maintaining

focus  
on  
many  
things  
throughout  
the  
field  
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view,  
and  
all  
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same  
time....."

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### How the Brain and Body are Connected in Sports Performance

"In 2012, it became clear to me just how physical motor-skills and cognitive abilities are intertwined. That year I published a study that related to the training performance of top pro teams in European Rugby, the NHL and EPL. All the teams in the study used NeuroTracker for performance training throughout the 2010 to 2011 season.

Impacting Performance:

A key insight we discovered was that even small, simple differences in training can impact an athlete's ability to improve their performance. For instance, we found that standing as opposed to sitting, had an impact on an athlete's ability to improve at training over 15 sessions....."

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### Probability of Competing Beyond High School

"Many boys and girls grow up dreaming of playing sports in college and beyond. But of the nearly 8 million students currently participating in high school athletics in the United States, only 480,000 of them will compete at NCAA schools. And of that group, only a fraction will realize their goal of becoming a professional or Olympic athlete.

For the rest, the experiences of college athletics and the life lessons they learn along the way will help them as they pursue careers in other fields. Education is a

vital part of the college athletics experience, and student-athletes graduate at higher rates than their peers in the student body....."

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### Robinson Cano is a human infomercial for performance-enhancing drugs

"There are different varieties of the performance-enhancing drug suspension. There's the "gotcha", where the player in question was always a little suspicious, like Manny Ramirez. There's the "wait-what?", which is the preferred category of little fellers like Neifi Perez and Dee Gordon. Then there's the "ah-makes-sense", which goes with the extremely large human beings like Michael Morse and Nelson Cruz, as well as pitchers who came back from serious injuries, like Bartolo Colon. The most impressive variety is definitely the all-caps "HOLY-CRAP" suspension, which is reserved for superstars like Ryan Braun and Alex Rodriguez.

Cano is at least two of these at the same time, depending on your mood. He's definitely been in the suspicious category if you were paying attention in 2012, because even when that story was retracted, it was hard to get the jury to un-hear the remarks. He's mostly an all-caps HOLY-CRAP qualifier, though, perhaps the biggest since Ryan Braun. Considering that Cano has Hall of Fame numbers, he's probably the biggest since A-Rod....."

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