Sand Harbor overlook via vehicle, hiking

Nevada State Parks is hosting a ranger-led hike to the Sand Harbor overlook of the Tahoe Rim Trail on Sept. 17.

This is a moderate 4-mile hike. Children 8 and older are welcome.

Wear sturdy boots, sunscreen, bring lunch, drinks or snacks and dress for the forecasted weather. Four-wheel drive is necessary and reservations are required by calling 775.831.0494. To minimize the number of vehicles, please let us know if you're willing to take other passengers.

The hike is free, but any donations to the park are appreciated. Park entry fees apply per vehicle: $8 for Nevada residents, $10 for non-residents.

Meet at Spooner Lake at 8:45am and carpool to the Marlette Peak Campground. From there it is a 2-mile hike to the overlook.

For more info or to RSVP, contact Jay Howard at 775.831.0494 or tahoesp@hughes.net

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Truckee ceasing boat inspections for the season

Due to decreased boating traffic at Donner Lake after Labor Day, the Truckee-Tahoe watercraft inspection station will close Sept. 4.

All watercraft launching on Donner Lake must go to the Alpine Meadows' station for inspections. Alpine Meadows will remain open until Sept. 30.

This season the Tahoe Resource Conservation District watercraft inspectors performed more than 1,400 inspections for Donner Lake vessels.

In an effort to prevent the spread of aquatic invasive species, Donner Lake users are being asked to participate in a **survey** to provide input about extending staff hours, installing an access gate, and invasive species self-inspection training for boaters. The survey is available until Sept. 5.

There will be a workshop about the program on Sept. 28, 6pm at the Truckee Town Hall.

Yosemite – a place for everyone

Publisher's note: ***This is one in a series of stories about the National Park Service, which is celebrating its 100th anniversary in 2016. All articles may be found via the Home Page, select Special Projects, then National Park Service 100th.***



The grandeur of Yosemite is captivating no matter the season. Photo/Yosemite Hospitality

By Joann Eisenbrandt

I grew up loving Yosemite.

I first went there in the 1950s, well before 4 million people visited it each year. It was the best place of my childhood. Every summer, my father, mother and I spent my father's vacation camping there. We set up our campsite in Camp 14, alongside the Merced River and just across a big meadow from Camp Curry. You could walk out from amongst the closely spaced pines of the campground and stand in the meadow in waist-high grass and look up at the chiseled face of Glacier Point. Or walk across the roadway and through Camp Curry's grizzled old apple orchard and parking lot to the popular ice cream vendor's window just around the corner from the Camp Curry cafeteria.

Every evening, just before dark, we'd put on our light sweaters and stand in the meadow to watch the Fire Fall. A massive fire built atop Glacier Point 3,200 feet above was

pushed over its steep face. “Let the fire fall,” the echoing call went out as it cascaded down the black and gray granite in a swoosh of blazing embers. The Fire Fall was permanently discontinued in 1968.

During the hot summer days, my mother and I would climb down the sandy banks to the cool Merced River and float downstream on large Army-green air mattresses. They smelled strongly of hot rubber, so we covered them with colorful beach towels. I always fought getting out of the river, even though my mother never failed to remind me what a long hike back upstream it would be. Guided horseback rides from the nearby stables came down a well-trodden path that followed the river’s edge. It was a narrow strip of powdery hot dirt full of stones churned up by years of pounding hooves and punctuated by often-steaming mounds of equine droppings.

My parents loved hiking and climbing and had done a lot of it in Yosemite before I was born. They were fearless. They’d scaled the rope ladder up the back side of Half Dome and gone up the steep trail that twisted from the valley floor to the very top of Glacier Point. They’d scrambled over the massive boulders beneath the bridge below Yosemite Falls all the way up to where the waterfall hit the riverbed. I still have my father’s Kodak camera and the crisp black and white photos of their adventures that it recorded.



Half Dome from Glacier Point. Photo/George Thomson

I hiked up the 4-mile trail from the valley floor to the top of Glacier Point with my parents. The start of the trail is flanked by monstrous boulders, big as buildings, flung there carelessly by the glaciers that carved out Yosemite eons ago. It was so steep for me that there were many times when my father had to literally push me up to the next plateau. The view from the top was breathtaking. I still compare it to looking over the rim of the Grand Canyon. You can’t imagine what it is like from photos. You have to be there.

We also left Happy Isles and made it all the way up the 7-mile Mist Trail to Vernal and Nevada Falls. It is called the Mist Trail because the mist that rises up as the two falls plunge precipitously down to the rock-strewn riverbed below covers the twisting trail of carved rock steps in a shroud of wet fog and makes it terrifyingly slick. My parents told me that when they hiked the trail years before it was even worse. I found that hard to believe.

In the early 1970s, I moved to Oakhurst in the southern Sierra just outside Yosemite's southern entrance and was reintroduced to the park as an adult. I reconnected with places from my childhood like Wawona, the Ahwahnee, and Camp Curry. In March 2016, a trademark dispute between Delaware North, Yosemite's outgoing concessionaire, and the National Park Service brought ownership of those iconic names into question. Delaware North had trademarked them and other park names and wanted the NPS to buy them back for an estimated $51 million. The Park Service disputed the amount, and decided to change the names of these places, at least temporarily, when the new park concessionaire, Aramark, took over.

New place names don't change the fact that enduring memories of Yosemite stretch back for generations. I certainly have my family memories, and I was lucky to share the even-earlier memories of Eleanor Crooks.

I first met Crooks in the late 1970s when she was already in her 80s. She lived in Ahwahnee, in the Sierra foothills outside Yosemite on a hilltop overlooking a sweeping pine and oak-filled valley. I was writing an article about Wawona for a local lifestyle magazine. She welcomed me warmly into her home. She was relatively petite, but had a lively presence, with the sparkle of youth still in her eyes.

Crooks was the daughter of William Sell. Sell was the first telegraph operator in Yosemite. At the request of Henry Washburn, one of three brothers who owned the Wawona Hotel, Sell built and ran the Ahwahnee Tavern, a rest stop for travelers going into the Yosemite Valley in the late 1890s and early 1900s.



No matter what it’s called, there is something magical about this lodge at Yosemite. Photo/Yosemite Hospitality

Crooks offered me tea and we sat down at a small table in her sunny kitchen to talk. She told me about her years growing up at Ahwahnee Tavern. In 1903, when she was about 7, President Theodore Roosevelt stopped there on his way to meet John Muir in Yosemite. Crooks remembered it as if it were just the other day. She described the chief of state as impatient, yet friendly. She recalled her mother’s dismay when one of Roosevelt’s aides ate all the carefully prepared cookies while the president was out back washing up with the ordinary folks.

Despite all their elaborate preparations, Roosevelt didn't stay the night, but instead rode on the same day, preferring to camp outdoors with Muir in the Mariposa Grove of giant sequoias just inside the park's southern entrance.

Crooks took horse-drawn stage rides from Ahwahnee into Wawona in what she called a "mud wagon." These open wagons had that name, she told me, because in wet weather, by the time the passengers arrived at the hotel, they were often so covered with mud as to be almost unrecognizable. "Toward evening," she remembered, "we arrived at the hotel, with the fountain in the center as it is now. The stage drivers drove up to the steps of the hotel with a great deal of pride. The porters, who were all older men, took the passengers down, dusted them off, and then conducted them up the steps into the lobby."

"On the porch," she continued, "the women associated with the hotel would be sitting in their fancy clothes awaiting the arrival of the tourists." After dinner, there would be singing and sometimes a dance in the dance hall. The next morning, the guests would tour the Big Trees and then continue on down into Yosemite Valley itself.

John Muir was an advocate for the creation of national parks well before his 1903 trip to Yosemite with President Roosevelt. In 1890, Yosemite National Park was established, but was under the control of the state of California. Muir was unhappy with the protection the state was giving Yosemite's unique ecology and began publicizing the need to better protect it. Muir's1903 Yosemite trip with Roosevelt convinced the president to remove the park from state control and make it a protected National Park in 1906.

Many things have changed in Yosemite since then. When I first lived in Oakhurst, a day pass was $5 and an annual pass was $15. Park rangers often let locals they knew pass through for free with only a friendly wave. A seven-day Yosemite vehicle pass is now $30 in summer and an annual park pass costs $60.

Those older than 62 can purchase a lifetime pass for just $10. The most important things, however, have stayed the same.



The Long White at Wawona. Photo/Yosemite Hospitality

I visited the park hundreds of times, and found that you don't have to go down into the valley itself to find wonderful places. Wawona is just eight miles or so inside the southern entrance. My favorite place in the park, it was first settled in 1856 by Galen Clark, who had come west to make a fortune in the California gold fields. He built an overnight lodging facility called Clark's Station which he later sold to the Washburn brothers. Henry Washburn's wife named it "Wawona," an Indian word for big trees.

All the historic buildings at Wawona have names: the Main Hotel, the Long White, Clark's Cottage, Washburn Cottage and Hill's Studio among them. The past that Eleanor Crooks lived is still there. The bubbling fountain full of lily pads and the circular driveway leading up to the Main Hotel's long covered porch are reminders of that quieter time. The nine-hole golf course, established in 1918, still stretches out

along the meadow across the road from the hotel. You can relax on the expansive green lawn alongside the Long White which houses the pro golf shop on the bottom floor. I liked to lie on my back in the cool grass, looking up at the massive redwoods towering above me. I can still hear the clicking of the metal golf cleats on the stone paths leading up to the golf shop and the muted laughter and splashing of those in the white-fenced swimming pool set into the lawn just above.

Down the road from the Wawona Hotel is the Pioneer History Center, accessed via a covered bridge over the Merced River. Beyond it are the Wawona stables. I loved riding, but I was poor. The trail guides worked for the Yosemite Park and Curry Company in summer, but were wranglers in nearby valley communities the rest of the year. In a move that would set modern-day risk managers' teeth on edge, they let me muck out the stalls, rub down the horses, fill the water trough and do other chores in return for free trail rides. The best rides were the night rides under a full moon. The heat of the summer day had been replaced with the refreshing coolness of a high-elevation evening. The trail winds from the stables alongside the Merced River, past the back of the hotel and up the hillside. The crisp night air carried the sounds of glasses clinking and the soft laughter of visitors sitting on the hotel's inviting covered deck.

We would cross the highway, ford a small stream, then come back toward the hotel along the far side of the meadow and the golf course. Through the trees in the moonlight, you could see the herd of mule deer that make Wawona their home grazing contentedly on the lush green of the golf course. They barely looked up as we passed.

The actual community of Wawona is private land totally surrounded by Yosemite National Park. It has its own post office, several grocery stores and The Redwoods, a privately owned rustic resort near the end of North Chilnualna Road, a sharp right turn just beyond the Wawona Hotel. The food there

was hearty, fresh and fabulous. I hear it still is. Just a ways up the road is the parking lot for the trail to the top of Chilnualna Falls. It's a quick hike to the lower falls, but all the way to the top is a steep, twisting trail through lots of gnarly brush that does its best to reach out and grab you. It's an effort, but worth it.

Another great "outside the valley" experience is the Mariposa Grove of giant sequoias. To get there, you take a right immediately after you enter the park from Highway 41. Centuries-old monarchs like the Grizzly Giant, the California Tunnel Tree and the Fallen Monarch make the trees that dot Wawona's verdant lawn seem like sticks. One winter, I took a guided snowshoe hike with a small group from the Grove's parking lot up to the Mariposa Grove Museum and back. I had imagined it as effortlessly gliding across the snow and certainly easier than my one failed attempt at downhill skiing at Badger Pass in a blizzard. Snowshoeing, it turned out, was more labor-intensive than I'd expected. What I remember most, apart from how badly my legs hurt, was the intensely bright blue sky, the shards of snow dropping down without warning from the branches stories above us and the absolute stillness.

The Mariposa Grove is undergoing a renovation now so full access to these wonders of nature won't be available until spring 2017.

The Yosemite of 2016 is still the same spectacularly beautiful place I remember. There are 800 miles of trails in Yosemite and while the valley, Yosemite Falls and Glacier Point are always going to be crowded, there are many places that are not. If you can avoid arriving mid-day in summer or on weekends or holidays and enjoy the park during the shoulder seasons instead, the crowds will be less. Under the Merced River Plan, a comprehensive plan adopted in 2014 to protect the Merced River's Wild and Scenic status, reduce congestion in the park and enhance the visitor experience, changes are starting to be made. Meadows and riparian habitat are being

restored, species like the red-legged frog are being reintroduced, riverbanks protected and traffic circulation patterns and parking sites reconfigured.

The best thing you can do to protect the park and have a memorable experience, Yosemite's public information officer Scott Gediman told me is, "Once you get to Yosemite, just park your vehicle and leave it. Ride a bike, hike, walk, or take the shuttles." There's a "hikers' bus" to take you from convenient locations on the Valley floor to more remote hiking or climbing destinations and then bring you back. YARTS, the Yosemite Area Regional Transportation System, offers public transport to Yosemite from Merced, Mammoth Lakes, Sonora, and just recently from Fresno, including the Fresno airport.

Once you wind your way north up and out of the valley, through Crane Flat to White Wolf, Glen Aulin, Tuolumne Meadows, Lembert Dome or Tenaya Lake, you find a different Yosemite—what I think of as the hardcore camper/hiker/climber's paradise; Yosemite without frills or most urban amenities. The scenery there is starker, with bent, stunted trees from the high-elevation winter winds and giant slabs of granite butting right up to the road with boulders of all sizes strewn about atop them.

Beyond that is the park's Tioga Pass exit. From there, the Tioga Road plummets from 11,000 feet to Highway 120 below. The Tioga Road closes each year after the first serious snowfall and doesn't open again until late May or early June. One year, I drove from Oakhurst through Yosemite to Tahoe on the very first day the Tioga Road reopened after its long winter nap. The road was clear, the sky was blue, but the air had a bite to it. The still-melting snowpack created hundreds of streams splashing down enthusiastically from every high place; even down the steep banks and granite outcroppings alongside the road. Tuolumne Meadows was lush and wet, still covered with small patches of snow. In summer, there is a store made of thick canvas walls erected around a metal shell. It comes down

when Tioga Pass closes each year. All that was there that day was the empty platform and a parking lot devoid of cars.

Across the road from the store is a meadow dotted with boulders—another legacy of an ancient glacier's trek. In summer, it's a great place to sit and eat lunch. On this day, dozens of ground squirrels sat perched atop the rocks. They had abandoned their burrows to enjoy a day in the warm sun, scampering back and forth, enjoying their privacy while it lasted.

To me, Yosemite is more than the best-known and often busiest national park. It's an old friend. While the fact that it has become entangled in 21st century politics bothers me, it doesn't change what makes Yosemite so special.

In July, there was hope of movement in the trademarked names dispute. Delaware North, the NPS and the park's current concessionaire, Aramark, were working together to try to arrange a mediation schedule and hopefully avoid playing the dispute out all the way in the legal arena. Aramark is involved in the mediation but is not a party to the lawsuit. They asked the court to put off the next step in the legal process to allow them time to set this into motion.

A joint status report on Aug. 18 indicated that attempts at mediation failed. It told the court that the parties had "… engaged in preliminary settlement discussions and have extensively discussed the possibility of non-binding mediation, but have not reached agreement on mediation at this time. The parties do not believe that settlement is likely at this time." Yosemite PIO Scott Gediman was asked to comment on the change, but told *Lake Tahoe News,* "Yosemite National Park does not comment on pending litigation."

For me, the Wawona Hotel will always be the Wawona Hotel. Camp Curry will always be Camp Curry. I hope to get back to Yosemite sometime soon. I know that the things I could do when

I was younger may no longer be options and that I will have to find a new set of special places there. But whether you choose to climb the rope ladder up the back of Half Dome, take a rugged backcountry hike from Tuolumne Meadows, hang off the face of Cathedral Peak, or just dangle your feet in the frothy waters of the Merced River, Yosemite graciously accommodates you. That’s exactly what a National Park should be—a place not just for some, but for everyone.

Tahoe-Truckee online bike map available

The Lake Tahoe Bicycle Coalition is unveiling a new, interactive, **online** map for bicycling around the Tahoe and Truckee region.

It provides bike route directions, elevation profiles and location information for amenity and safety concerns, while at the same time offering an opportunity for community input.

Visitors and residents can use the bike mapping tool, accessible via computer or mobile device, to plan bike trips based on destination and routing preferences (bike lanes/paths versus direct options). The map also allows users to contribute crowd-sourced information to improve biking in Tahoe. Users can report unsafe conditions or collisions and incidents. They can request bike parking at popular gathering spots that lack good bike racks. Users can also share the location of construction sites that might be difficult to bike around.

Map users have the option to view the location of local bike shops, bike rack parking, construction sites and specific bike

path classifications. Additionally, the community input feature welcomes feedback on how to improve the map and bike infrastructure around Tahoe.

The Bike Coalition will continue to offer free copies of the paper Lake Tahoe Bikeways map, which is available at bike shops, visitors authorities and participating organizations in the Tahoe region.

Fantasy sports proposal meets opposition in Nev.

By Richard N. Velotta, Las Vegas Review-Journal

Regulators and gaming industry leaders say they'd welcome daily fantasy sports operations in Nevada, but not under the framework offered in proposed legislation unveiled by Fan Duel and Draft Kings, the nation's largest fantasy providers.

Representatives of the 12-member Nevada Gaming Policy Committee, meeting in Las Vegas on Tuesday, said there would be minimal benefit to the state under a proposal outlined by public policy attorney Scott Ward of the Orrick, Herrington & Sutcliffe law firm of Washington, which is assisting Fan Duel and Draft Kings.

Committee members urged Ward to meet with regulators and industry leaders – and to do it quickly, since the committee has only one more meeting before it is scheduled to make recommendations to the Nevada Legislature on possible bill drafts for daily fantasy sports and e-gaming.

Read the whole story

Snowpack ‘double whammy’ may hit streams

By Benjamin Spillman, Reno Gazette-Journal

Changing snowmelt cycles could be more damaging to mountain streams and reservoirs in the Western U.S. than previously thought, according to recently published research.

That’s according to research that shows slow-melting snowpack reduces the amount of water that makes it into streams and reservoirs.

The results have ramifications for everyone from water managers to anglers to kayakers, essentially anyone who values mountain streams.

What’s interesting about the research is that it shows a slower snowmelt results in less water making it into streams and reservoirs. That’s counterintuitive for many who assume, under a climate change scenario, faster snowmelt would be a bigger problem.

Read the whole story

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2 Olympics viewers watch with

Nev.’s interests at heart



Brian Krolicki continues to support a Lake Tahoe bid for the Winter Games. Photo/LTN file

By Richard N. Velotta, Las Vegas Review-Journal

It’s easy to understand why Jon Killoran and Brian Krolicki are watching Sunday’s closing ceremonies of the 2016 Olympic Games in Rio de Janeiro a little differently than the average viewer.

Every beauty shot of the Ipanema and Copacabana beaches, every view of Sugarloaf Mountain and the Christ the Redeemer statue are tributes to the destination that make viewers say, “Yes, I’d like to be there someday.”

Killoran and Krolicki have that same attitude for Nevada.

Over the past two decades Krolicki, the former lieutenant governor who headed the Nevada Commission on Tourism for eight years, has beat the drum for hosting the Winter Olympic Games at Lake Tahoe.

Killoran, since 2009, has been the CEO of the Reno Tahoe

Winter Games Coalition, an organization that has led the charge for Nevada and California to bring the Winter Olympics back to the region.

Read the whole story

Volunteers needed for Markleeville Creek Day

The Alpine Watershed Group will be hosting the 17th annual Markleeville Creek Day on Sept. 10.

Volunteers are needed to help complete projects throughout the East and West Carson Watersheds including plantings, stream bank stabilization, invasive weed removal, protective tree wrapping, and storm drain stenciling. No experience is necessary.

Meet at the Markleeville Library Park (270 Laramie St.) at 9am for registration and introductions. Groups then carpool to restoration project locations.

Bring work gloves, water, lunch, sun protection, and appropriate clothing.

There will be an ice cream social at 2pm when the workday is done.

The Alpine Watershed Group is a nonprofit organization whose mission is to protect and enhance the natural system functions of Alpine County watersheds. For more information contact Hannah Drummond at awg.hannahd@gmail.com or 530.694.2327.

U.S. Olympic gold hasn’t made for winning bets

By Sally Ho, AP

Rowing, shooting and judo – the U.S. may have won big gold medals in those Olympic events but some of the most prominent sports books didn’t even bother with them.

The bookmakers in Nevada said there’s been little money and few expectations for Olympic sports wagering this year, as the Games returned to the betting board after being off limits for more than a decade in the Silver State.

“I know that they’re watching. I just know they aren’t betting,” said Jay Kornegay, who runs the sports book at the Westgate Las Vegas Resort and Casino. The largest single sports book in town offered more than 70 events for betting, but cut their losses with the so-called second- and third-tier sports that the U.S. took gold medals in.

Sporting events at the 2016 Summer Games from Rio de Janeiro have been the first since the 2000 Olympics in Sydney that bettors in Nevada could put their money on, though relatively few have.

State gambling regulators were previously against having wagers on what it considered amateur sports but Las Vegas bookmakers successfully lobbied them last year to change the policy. Rivals at the international sports books in Great Britain, Ireland and Australia and offshore Internet sites have already allowed such bets.

Officials at the local sports books said they didn’t expect a

sweeping boon to business but that whatever action they've gotten, however little, has been better than nothing.

Basketball this summer has reigned supreme, as a steady number of bettors backed the familiar NBA stars dominating the men's Olympic games. Soccer and golf were also among the more popular events that were wagered on.

The same can't be said of the more obscure sports that some sports books said they didn't get any bites on whatsoever. The overall amounts seen per bet – $10 to $20 – for the Olympics have been peanuts compared to the record $132.5 million wagered in Nevada on this year's Super Bowl.

And though marquee events in the pool and on the gymnastics floor are always a highlight for viewers, the bookmakers said it appears that few people feel confident enough about a sport they only pay attention to once every four years to put their money on it.

"The ones that do well are the ones people are used to betting on a daily basis," said Nick Bogdanovich, the head odds-maker for William Hill, which runs more than a hundred sports books in the state.

Meanwhile, the Wynn Las Vegas resort and casino took a relatively conservative approach by offering only a half dozen events on the betting board. Johnny Avello, the longtime odds-maker and sports book director, said he sensed that there would be mild interest just like in the 1990s.

"I put in a lot of time in it for very little action," Avello said.

But the bookmakers also said it's not for a lack of interest in the Games, as the competitions have brought people out who just want to watch. That's created a festive, patriotic scene at the casinos during what is typically a slower sports betting month.

“We’ve had a lot of inquiries about the odds and people look them over and they just don’t run to the betting windows,” Kornegay said.

Haase provides primer for Tahoe coaches



Jerrod Hasse is a leader among coaches.
Photo Copyright 2016 Carolyn E. Wright

By Kathryn Reed

Skill is only part of what it takes to win.

Character is a large component of success, even more so when it comes to team sports.

Jerrod Haase was in town Friday to impart some of his wisdom to local coaches and athletes in separate talks.

Haase was a two-time Nevada most valuable player when he played for South Tahoe High School's basketball team. Earlier this year he was hired to be the men's basketball coach at Stanford University.



Jerrod Haase offers tips to South Shore youth coaches during a talk Aug. 19 at STHS. Photo Copyright 2016 Carolyn E. Wright

His return to STHS on Aug. 19 was the first time he had been back to the campus in close to two decades. It's changed a bit since he was there, especially with an infusion of nearly $100 million in facilities upgrades in the last few years.

The gym where two of his pictures hang (along with two of his brother, Steven) is newly renovated. Still, this is where he started to make a name for himself.

"I learned the fundamentals for everything I am here in Tahoe," Haase told the coaches.

Whenever he speaks, he talks about growing up here, his

coaches, teachers and teammates. His roots run deep, having been the youngest of five kids – and all were exceptional athletes. His mom and sister still live here.

“He was a few years behind me, but he was a true student of the game. His court awareness was beyond his years,” Tom Fay told *Lake Tahoe News.* Fay brought his son, Sinjin who is a seventh-grader, to hear Haase speak.



Jerrod Haase, right, and Tom Fay, center, talk about their time at STHS, while Sinjin Fay listens. Photo Copyright 2016 Carolyn E. Wright

For STHS Athletic Director Tony Sunzeri it was like a homecoming to see Haase. He was a freshman when Haase was a senior.

“He was just larger than life at that time and he’s even larger now, and I didn’t think that was possible,” Sunzeri

said of Haase. “He is a legend, a hero and an inspiration.”

Haase ran cross country in high school, which helped with his training to be able to run up and down the hardwood of the gym.

At 42, he is still fit and looks like he could be on the floor instead of courtside.

He recognizes that life’s lessons are on a continuum, with each stage providing an opportunity to build on the one before.

“I’ve never been the smartest guy in the room, but I have some level of common sense,” Haase said.

The goal of the gathering Friday was to help coaches be better at what they do. One asked about how to deal with social media.

Haase said to embrace it – which was not always his philosophy.

“It’s your opportunity to brand yourself,” Haase said.

Of course the flip side is when less than flattering things are posted it can turn into negative branding.

The coach believes in freedom of expression, but at the same time is adamant that when people are part of a team they need to be held accountable and that the organization can put in parameters regarding what is acceptable on social media.

“If the standards are broken, then there are consequences,” Haase said.



Jerrod Haase and STHS Athletic Director Tony Sunzeri went to STHS for one year together. Photo Copyright 2016 Carolyn E. Wright

When he was most recently head coach at the University of Alabama, Birmingham, Haase knew he needed to define who the team was. It has to be specific or else it will get diluted.

After several months, he whittled it to honesty, loyalty, accountability, unselfishness and appreciation. It took time for the team to embrace those components and understand what they meant. And when it clicked, the team started winning.

Haase also noted that what defines a team will depend on the institution. He is working on Stanford's motto, but knows it will be different than UAB because the universities and

students are different.