

SB RUGBY ACADEMY

*“ We train to win,
coach to be a
better person. ”*



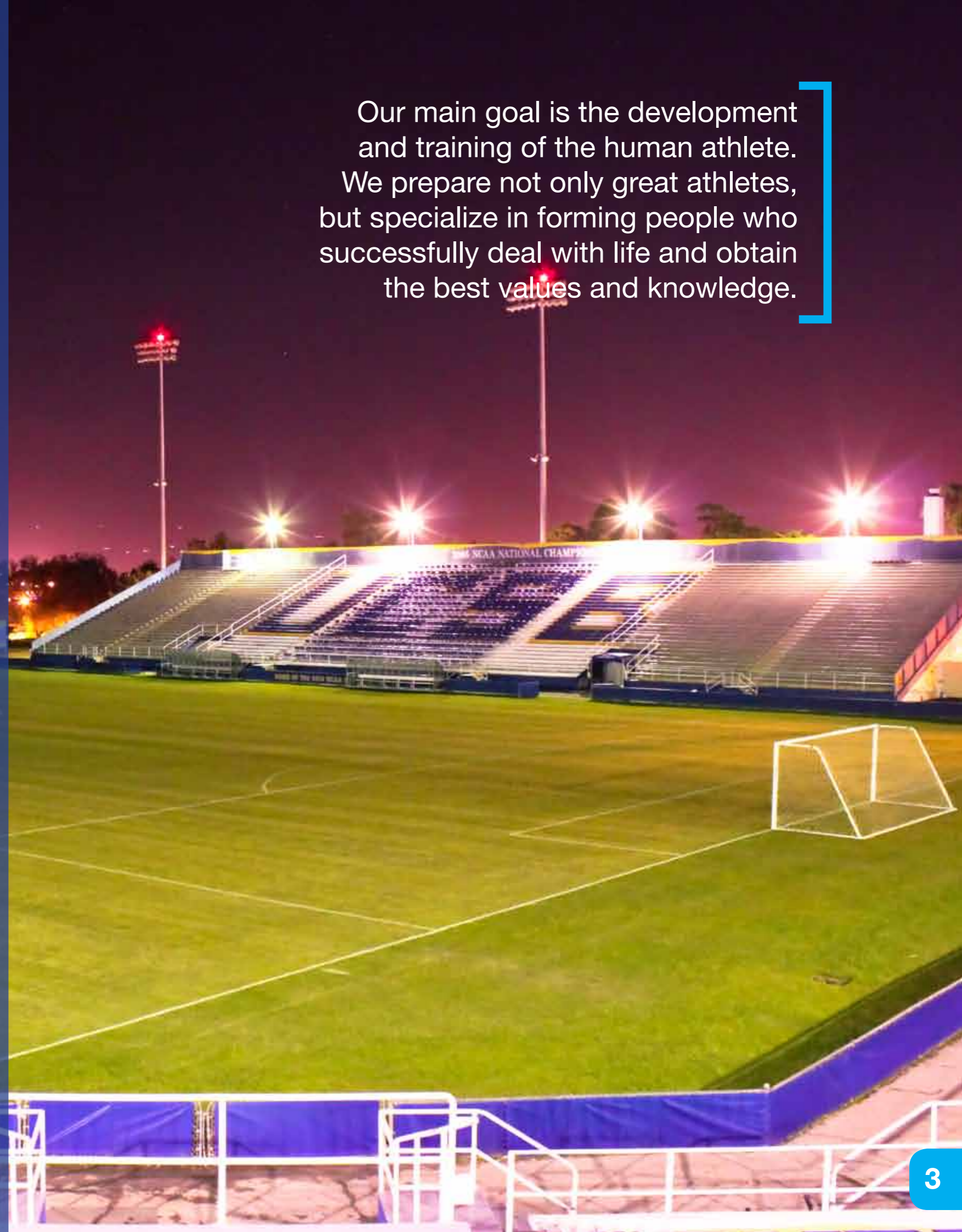
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Our main goal is the development and training of the human athlete. We prepare not only great athletes, but specialize in forming people who successfully deal with life and obtain the best values and knowledge.



UNIVERSITY OF CALIFORNIA

SANTA BARBARA

The University of California (UC) is a public university system in the state of California. Under the California Master Plan for Higher Education, the University of California is a part of the state's three-tier public higher education system, which also includes the California State University system and the California Community College system.

The University of California system has a combined student body of more than 191,000 students and over 1,340,000 living alumni.

The first campus, UC Berkeley, was founded in 1868, while the tenth and newest campus, UC Merced, opened for classes in fall 2005. Nine campuses enroll both undergraduate and graduate students; one campus, UCSF, enrolls only graduate and professional students in the medical and health sciences. In addition, the independently administered UC Hastings — located in San Francisco, but not part of the UCSF campus — enrolls only graduate and professional students in legal studies.

The University of California's campuses boast large numbers of distinguished faculty in almost every field. Eight of its undergraduate campuses are ranked among the top 100, six among the top 50, and two among the top 25 U.S. universities by both the U.S. News and World Report and the Academic Ranking of World Universities.



The University of California, Santa Barbara, commonly known as UCSB or UC Santa Barbara, is a public research university and is one of the 10 general campuses of the University of California system. The main campus is located on a 1,022-acre (4.1 km²) site in Santa Barbara, California, 100 miles (160 km) northwest of Los Angeles. Founded in 1905 as an independent teachers' college, UCSB joined the University of California system in 1944 and is the third-oldest general-education campus in the system.

UCSB is a comprehensive doctoral university and is organized into five colleges offering 87 undergraduate degrees and 55 graduate degrees. The campus is the 5th-largest in the UC system by enrollment, with 18,429 undergraduate and 2,981 graduate students. The university granted 5,442 bachelor's, 576 master's, and 310 Ph.D. degrees in 2006-2007. The four-year, full-time undergraduate program is classified by the Carnegie Classification of Institutions of Higher

Education as "more selective, higher transfer-in" and was ranked 42nd among National Universities by U.S. News & World Report. UC Santa Barbara is a "very high activity" research university and spent \$191.2 million on research expenditures, which is the 97th-largest in the United States. UCSB houses eleven national research centers, including the Kavli Institute for Theoretical Physics, Southern California Earthquake Center, and Materials Research Laboratory. Five faculty members have won the Nobel Prize, 29 have been elected to the National Academy of Sciences, 27 to the National Academy of Engineering, and 23 to the American Academy of Arts and Sciences. UCSB was also elected to the Association of American Universities in 1995.

The UC Santa Barbara Gauchos compete in the NCAA Division I Big West Conference. The Gauchos have won NCAA national championships in men's soccer, men's water polo, and men's volleyball.

santa barbara CITY COLLEGE

Santa Barbara City College (SBCC) is a two-year community college founded in 1909. It is located on a 74-acre (299,000 m²) campus right over the beach in the city of Santa Barbara, California, USA.

SBCC offers associate degrees in English, Social Sciences, Computer Science, Engineering, Physics, and occupational and technological training. Santa Barbara City College maintains an open admissions policy. All students who are at least 18 years of age or hold a high school diploma, or its equivalent, are admitted. As one of the leading community colleges in California, SBCC is known for its excellent transfer rates to four-year colleges and universities. Currently SBCC ranks #1 in percentage of students that transfer to a University of California.

As of 2008, total enrollment of full-time and part-time students reached 19,554. It is currently led by President Andreea Serban, who was elected in 2008. SBCC is one of the 110 Community Colleges in the State of California.



[the academy]

The Academy Was Born in 2009 and started by Kevin Battle and Jim Love at the University of California Santa Barbara, where rugby has a great tradition and is one of the few American Colleges that does not have a college football team.

The primary purpose of the Santa Barbara Rugby Academy is to provide approximately 40 select students (from around the Country and abroad) the opportunity to attend pre-university courses (Junior College) and at the same time, live an international rugby experience in preparation for the University courses.

Students and their families pay school and annual fees for the Academy. The students-athletes, chosen after a selection phase, begin their course at the Academy that lasts from two to three years before transferring into a four year university.

SBRA is America's only full time Rugby Academy that combines rugby and education.

The goal is to create elite rugby athletes to represent the University and especially to play key roles in the future of the American National Team (USA Eagles) or in other professional teams around the world. The Academy participates in competitions through UCSB and the SB Grunions Rugby Football Club. The SB Rugby Academy also organized summer and winter camps, coaching courses, and referee certification.





TRAINING COURSE & EDUCATION PROGRAM

The Santa Barbara Rugby Academy is currently the only full-time rugby academy and community college program of its kind in the United States.

Full-time Rugby Development Program
Ages 17-24 (August-May)

Each weekday afternoon from 3:30- 5:00 professional coaches work with a group of 40 young athletes in the SBARDP.

- Individual Positional & Skills Training (latest rugby techniques & systems)
- Unit & Team Training (team & attack defense)
- Fitness, strength & speed training
- Tactics & psychology (game plan, motivation, focus & pre-match preparation)
- Live Rugby games (participation with UCSB Gauchos & SB Grunions Rugby Football Club)
- Level I Referee (year 1) and Level II Coaching Certificate (year 2)

T ESTIMONIALS



WILL STOBER

Age: 21

Position: Center

“Playing on the Santa Barbara Rugby Academy has not only provided me with the top level rugby that makes the game so fun, but has also introduced me to a new diverse group of friends who all share the same love of the game.”



MAX ROBIN

Age: 19

Position: Fly Half

“The Santa Barbara Rugby Academy, as a full-time institution, has given me the skills and the knowledge to make great strides as an athlete and an individual. I have matured dramatically through discipline and commitment and I am now prepared to reach a level of success, both in rugby and in life, which I would have never felt possible before. For me, rugby is a way of life and this Academy has made life more fulfilling than I could have ever imagined.”



JOSÈ VALADEZ

Age: 20

Position: Prop

“Joining the Santa Barbara Rugby Academy was one of the best things I have ever done. It has helped me understand more about rugby and life. I have improved my rugby skills, my strength and my fitness. The Academy has helped me to be a better rugby player as well as life lessons that will help me now and in the future. For me the Academy has become a family and I hope it will continue to grow.”

COACHES & STAFF

KEVIN BATTLE director santa barbara rugby academy
ANTONIO PAGANO general manager & marketing specialist
JIM LOVE co-founder & skills coach
ANGELA WARREN transfer academy counselor

SPECIALIST & SKILLS COACHES

BRUNO ARTERO core rugby coach/pilates specialist
LUKE GROSS forwards coach/line out specialist
DAMIEN HILL kicking specialist
MARQUISE GOODWIN backs coach
BILL LECLERC scrum specialist
BRAD SCULLY forwards coach
PETER AGUILAR strength & conditioning specialist
MAURY HAYASHIDA physiotherapist

KEVIN BATTLE

Director, Santa Barbara Rugby Academy
 Kevin has been head coach of the University of California, Santa Barbara rugby team since 2000. He has served numerous appointments within USA Rugby as coach, manager, and selector for the Collegiate All-Americans, USA Falcons, USA Hawks, Men's National Team Sevens and 2009 Sevens World Cup. He has worked with college and professional athletes around the world and has directed local rugby programs for children. He lives in Santa Barbara with his wife Sarah and their four children.

JIM LOVE

Director, New Zealand Sports Academy
 Jim is a former Maori All Black Assistant Coach, Tongan Rugby World Cup Coach and former Maori All Black player. His vision to create a unique sports and career training program for aspiring sports professionals resulted in the establishment of the New Zealand Sports Academy in 1999. Jim coached Aris Viadana in Italy, winners of the Italian Cup (May 2007).

ANTONIO PAGANO

General Manager & Marketing Specialist
 Till June 2010, Pagano was the General Manager of Femi-Cz Rugby Rovigo, a top Italian rugby team that has won 11 championships. With experience in marketing, he worked for Multinational Companies. Creator of Rugb4managers, an innovative business school for managers, he has enjoyed extraordinary success all over Italy. He is regularly invited to conventions and meetings as a speaker on the topics of leadership, team building, and coaching. Pagano wrote the first European book about marketing of rugby.

ANGELA WARREN

Transfer Academy Counselor
 Angela Warren works at Santa Barbara City College as the Transfer Academy Coordinator/Counselor. Her goal as the Rugby Transfer Academy Counselor is to provide academic support and direction to our student athletes as they pursue their educational goals. A former Division 1 athlete in volleyball and softball, Angela understands the rigors of balancing academia and athletics, and is firmly committed to the success of our student athletes.

BRUNO ARTERO

Core Rugby Coach/Pilates Specialist
 Originally from France, Bruno has been for the past three years head coach for the SoCal "Griffins" Boys U18 team. He was until recently Manager of the U18 USA Rugby National Team and an official training partner of USA Rugby High Performance program. Bruno is a Balanced Body University's certified Pilates trainer, Combining his experience as a Rugby Coach and as a Pilates specialist, he has developed CORE RUGBY - a coaching concept which incorporates the French methodology of the moving game and the Pilates technique.

DAMIEN HILL

Kicking Specialist
 Damien is currently the Kicking Coach for the, Newcastle Knights (NRL Rugby League Club Australia) specializing in technical correction and adjustment for all aspects of kicking (including: place kicking, general play kicking, field goals, kick offs, short attacking options). Damien has also served as Kicking Coach at both the Australian Institute of Sport (Rugby League) and the Warringah Rugby Union Club. Damien has done clinics all throughout the USA and has worked with the following programs: Met New York Rugby Union, University Of Arizona, University Of California-Santa Barbara, and Penn State University.

BILL LECLERC

USA Rugby 2007 World Cup Assistant Coach
 Bill has a wealth of experience, both from a player and coach's perspective. He collected 12 caps in the front row with the Eagles from 1996 to 1999, making his international debut against Hong Kong in June 1996. Since his retirement from playing in 2001, LeClerc has been coaching. He has worked closely with New Zealand scrum coach Mike Cron and has most recently acted as the Men's Eagles Scrum Coach

PETER AGUILAR

Strength & Conditioning Specialist
 Peter Aguilar, M.A., C.S.C.S. has recently been appointed Head Strength and Conditioning Coordinator for Sport Clubs at UCSB. Peter possesses over 13 years of experience working with collegiate and professional athletes, and has served on the faculty of four collegiate institutions in the departments of exercise science. He utilizes innovative methodologies based on the latest research and theories of application in the development of his programming to achieve superior results for his athletes. He brings passion and enthusiasm to his work and aims to make training effective and fun!

LUKE GROSS

Forwards Coach/Line-out specialist
 Luke has earned 62 caps for the USA between 1996 and 2003; Gross is the all-time caps leader for the USA. His 6"10' frame gave him a considerable presence in the line-out. Luke last played rugby for the Doncaster Knights, who play in National Division one in England. He is now the Forwards Coach for the USA U-20 National Team.

MARQUISE GOODWIN

Backs Coach
 Born and raised in Long Beach, California, Marquise was an International Baccalaureate Student at Jordan High School. He graduated from UCSB in 2008, where he majored in Sociology and minored in Education. While in Santa Barbara, he played rugby all four years as well as played abroad in Denmark, Canada and New Zealand. After College he attended Cal State Long Beach for two years where he pursued a teaching credential in History.

BRAD SCULLY

Forwards Coach
 Born in Sydney, Australia Scully has a long rugby history, being introduced to the game at 6 years old. He mostly played in the forwards as a flanker or number 8 within school and later moved on to play club rugby in Sydney. Brad has a Rugby League background as well. He first started coaching in Sydney within schools and for his club, The Briars. Scully has a Sport Science undergraduate degree and was an Exercise Therapist for just under three years. He moved abroad to the UK and taught Physical Education for three and a half years in East London. While coaching the U13, U14, and U15 age groups at the Wasps Rugby Club, he was also involved in developing the game for the RFU in inner London schools that have soccer as their number one sport. Last year he travelled to California on behalf of Nigel Melville to help out with various rugby camps in the State. Most notably he worked with the UCLA and UCSB programs.

MAURY HAYASHIDA

DPT, OCS, CSCS - Physiotherapist
 Maury founded Hayashida & Associates Physical Therapy in order to provide the community with current, evidence-based clinical excellence in orthopedic and sports physical therapy. Growing up in Africa, Maury's passion for the field of physical therapy began with working alongside missionary orthopedic surgeons serving children with polio.
 In addition to his practice in Santa Barbara, Maury is the Regional Medical Coordinator for the USA National Rugby Team and consults internationally for professional rugby teams in high performance development and injury management. Maury is also currently on the Board of Directors for the Santa Barbara branch of the Arthritis Foundation. In addition, Maury teaches as an adjunct professor at Westmont College in the Kinesiology Department.

APPENDIX



what is **RUGBY?**

Rugby is a game that originated (1823), according to tradition, on the playing fields of Rugby, England. It is related to both soccer and American football. The game is said to have started when a Rugby School student named William Webb Ellis, playing soccer, picked up the ball and ran downfield with it instead of kicking it. Other English schools and universities adopted the style in the mid-19th century. In 1871 the English Rugby Union was formed to standardize the game.

Rugby was introduced (1875) into the United States, but faded as football developed. In 1895 an argument in England over paying players led to a split between groups of clubs and two forms of the sport have existed since: the professional game (now called Rugby League) with 13 players per team; and the more widely played amateur Rugby Union, with 15 players.

The rules differ slightly, but the basic idea for both is the same. The rugby field is roughly 160 yd (146 m) long and 75 yd (69 m) wide, with goal lines 110 yd (101 m) apart and two in-goals (corresponding to football's end zones) 25 yd (23 m) deep. A halfway line divides the field, which is further subdivided by other lines parallel to

the goal line. The goal posts have measurements similar to those used in American football, and the ball, although larger and more rounded, is similar to the American football. Players may kick, carry, or pass (to the sides or to the rear) the ball; though tackling is permitted, blocking is forbidden.

Unlike American football, rugby features almost continuous play; after penalties and out-of-bounds plays, however, a scrum (in which the two opposing lines of forwards kick the ball thrown between them) starts play again. Various points are scored for carrying the ball into the opponent's in-goal (a try), conversions (kicking the ball between the goal posts after a try), field goal kicks, and penalty kicks.

A rugby match is in halves of 40 minutes, and may end in a tie. Since 1987, when rugby World Cup matches were first established, nations have competed for the Webb Ellis Cup, named for the sport's supposed founder; outside the British Isles, the sport has been popular in Australia, New Zealand, South Africa, France, Italy, and Romania. It has gained a measure of recent popularity as a club sport in American colleges, sometimes played in the spring by football players.

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history of rugby in AMERICA

On May 14, 1874, Harvard University hosted Montreal's McGill University, in Cambridge, Mass., for what would be the first recorded rugby game on American soil. It was the first of three games proposed by McGill. And, under the rules of "The Boston Game," Harvard won 3 - 0.

Those first two games were to be played in Cambridge, one under Harvard's rules, the other under McGill's rules. The third game would be played in Montreal under McGill's rules.

The next day the two teams played to a scoreless tie under the McGill rules. Harvard was so taken by McGill's rules that they adopted them. And, that Harvard/McGill series sparked an interest on college campuses nationwide.

As American rugby's popularity began to grow, rugby was soon included as a sport in four Olympic Games (1900, 1908, 1920, 1924), and the United States claimed victories in both the 1920 and 1924 Games.

Shortly after the 1924 Olympics, however, the International Olympic Committee (IOC) removed rugby as an Olympic sport. Without the Olympic incentive, the sport's growth in America collapsed and the game remained dormant for the next half century.

However, during the 1960's and '70's, the sport enjoyed a renaissance. With this renewed interest there became a need for a national governing body to represent the USA in the International rugby community. In response to the need for a centralized national structure, four territorial organizations gathered in Chicago, Ill., in 1975 and formed the United States of America Rugby Football Union (now known as USA Rugby) to serve as the game's national governing body.

Over 30 years later, USA Rugby is an official member of the United States Olympic Committee (USOC) and the International Rugby Board (IRB). The organization has approximately 75,000 members and is responsible for the development of the boys, girls, high school, collegiate and club athletic programs, and ultimately all of the national teams representing the U.S. in international competitions. The current structure of USA Rugby comprises seven Territorial Unions and 34 Local Area Unions that compete for regional and National Championships. The national office is located in Boulder, Colo., and is run by paid staff, including the union's newest CEO and President of Rugby Operations, Nigel Melville.



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american football connection

Rugby is the precursor of American football and has been played in the United States since about 1870. American Football as well as basketball owe many of their characteristics to Rugby. American Football evolved with many of the same principles, strategies, and tactics as Rugby. However, there are some obvious differences. Rugby is played at a fast pace, with few stoppages and continuous possession changes. All players on the field, regardless of position, can run, pass, kick, and catch the ball. Likewise, all players must also be able to tackle and defend, making each position both offensive and defensive in nature. There is no blocking of the opponents like in football and there are a maximum of eight (+1) substitutions allowed per team. Rugby is considered to be a gender equality sport as approximately 30% of all players in the U.S. are female. That number rises to 40 percent in respect to college rugby players.



rugby ethos

All players, coaches, officials, parents, and fans are encouraged to remember that rugby holds a unique place in American sport. Rugby in the U.S. has gotten somewhat of a bad reputation over the years, whether it be from the aggressive nature of the sport or the way teams and players are portrayed by the media as hooligans or partiers. The IRB (International Rugby Board) playing charter states: “Rugby owes much of its appeal to the fact that it is played both to the letter and within the spirit of the Laws. The responsibility for ensuring this practice lies not with one individual- it involves coaches, captains, players and referees. It is through discipline, control and mutual respect that the spirit of the game flourishes and, in the context of a game as physically challenging as Rugby, these are the qualities which forge the fellowship and sense of fair play so essential to the game’s ongoing success and survival.

“Rugby is valued as a sport for men and women, boys, and girls. It builds teamwork, understanding, co-operation, and respect for fellow athletes. It is because of, not despite, rugby’s intensely physical and athletic characteristics that such great camaraderie exists before and after matches.”

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USA RUGBY

“vision & statement”

the *belief*

We believe that rugby will be the best experience in American sports.
We believe in delighting and creating value for our members.
We believe rugby has something for everyone and that anyone can play.
We believe in lifelong camaraderie beyond the game.
We believe that our greatest assets are our players.
We believe in developing peak performance at all levels of the game.
We believe in owning our performance.



the *dream* [to inspire america to fall in love with rugby]



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