



Football Mission Statement

To build confidence and self-esteem and a feeling of contribution within each player

Get every player feeling important and unified in purpose

Encourage open and honest communication between staff and players

Focus on solutions rather than problems

Respect dignity and faith of each person on our football program

Commitment to team unity and strong leadership, trust each other

Create an environment for innovation and growth

Each and every one will overachieve

Above all else, our football players will be athletes of *character*

Vision for the Football Program

“To make sure that the football program will be respected as one of the best football programs in the state”

“Where we go one, we go all.”

Football Philosophy

Football coaching is an extension of the classroom, or better yet, teaching is an extension of the field. To be a good coach, one must be a *teacher* of the game football. The best football schools don't just have a football team each season, but a football program year after year. To build a program, it requires consistency, character, discipline, and high expectations for the head coach. I believe the head coach should be the hardest worker, the most loyal fan of the school, a quality teacher, and a firm decision maker. Winning habits must be taught and demanded. These winning habits carry over into a player's life outside of football. Winning cannot be the only measure of a football program; competing every game against every opponent is the true measure of success for kids of high school age. It is a great responsibility for a coach who can have a positive impact on a young man during his teen years. So much of football revolves around the attitude of the players. Undermanned teams can compete with more talented teams if their attitude is right. I believe in discipline, making hard decisions, hard work, and never giving up.



**WATERLOO WEST HIGH SCHOOL
PROGRAM PHILOSOPHY
Lonnie Moore, Head Coach**

- **FAITH** Practice yours in all that you do.
- **ACADEMICS** School work before football
- **CONFIDENCE** Believe in yourself, you must become a person you like.
- **UNSELFISHNESS** Your success is always a credit to others.
- **ADVERSITY** Never give up, in football or in life.
- **TRUST** Player to player, player to coach, player to parent.
- **RESPECT** Opponent, rules, official, adult, on field and at school
- **HIGH GOALS** “What you believe, you can achieve.”
- **WORK ETHIC** Your success will equal your commitment.
- **SAFETY** Football is dangerous. Take care of your equipment and self.
- **CLASS** Practice it at all times. Honor you opponents, your fans, your team, your school, you family, and your community.
- **CONTACT** WE hit hard. We will hit them harder then they hit us”.
- **TECHNIQUE** Proper technique and execution make winning programs.
- **TRAINING** It takes a full time, full time commitment to excel. **Dedication Points**
- **HUMILITY** Not one of us alone is good enough to beat anybody.
- **FAMILY** Your success is a reflection on your family. Make them proud by good sportsmanship and quality play.
- **SPORTSMANSHIP** Our attitude toward our opponent must always make us winners no matter what the final score.

Last but not least, the success of any program is ones ability to communicate; and realize that in order to run a top-notch program requires the input of all those involved and the willingness to share in the success and failures, the ups and downs of those who sacrifice the time, and provide the internal commitment to the future of this country, and our young people.



COACHING PROFILE QUESTIONNAIRE by Lonnie E. Moore

WHY I COACH

1. A burning passion to do so
2. I enjoy working with people, specifically teenagers
3. I love the game of football
4. To embrace the challenge
5. To use my gifts/talents of leadership and administration

MY OBJECTIVES AS A COACH

1. Teach teenagers
 - the value of teamwork which will last a lifetime
 - to help develop their character as an individual
2. Win!
 - Games, Conference Championships, State Championships

WHAT I GET OUT OF COACHING

1. Satisfaction of achieving something that I have worked so hard at.
2. Satisfaction of having a former player call me or send a wedding invitation.
3. Satisfaction of using my God-given gifts/talents

ON VARIOUS COACHING PHILOSOPHIES

On Preparing “I firmly believe that the first step in getting a win on Friday night is what happens in the scouting department. Mike Shanahan in his book Think Like A Champion states “Not doing more than the average is what keeps the average down.” I believe that the average football coach at our level does not watch very much film to prepare their team. I am a big believer in film, film, film! Predictability breeds vulnerability. Let’s attack the opponent because they become predictable at what they do. I love to prepare for a football game. It becomes contagious for the kids too. They want to be more prepared than we can get them sometimes. I don’t think that you can EVER be too prepared for a football game”

On Winning “Winning is the culmination of coach’s planning and player’s execution. If a coach doesn’t have a plan, what do the players execute? If players don’t execute, what good is the plan? The two go hand in hand but when the rubber meets the road, the execution of the players is what really matters! So, coaches better have them prepared!”

On Losing “This is a game of winning and losing. Great teams are going to lose. But don’t ever lose because you failed to give your best effort. Don’t ever lose because you gave up. Don’t lose because you didn’t do YOUR BEST at preparing yourself, your staff and most importantly, your players.”

On Practice “Be disciplined. Mass teach. Individually correct. Make sacrifices to better yourself and your team. The length of practice doesn’t do a thing for the quality of work that can be done. Be prepared to prepare.”

On Discipline “Discipline must be done fairly, swiftly and consistently always keeping in mind that it is not for the coach but for the player’s and the team. Too many coaches involve their own pride in disciplining their players. Discipline should always teach or it is not being done right.” I have not always done this in my career.

On The “Student” Part of “Student-Athletes” “I have always had grade checks of all my sports teams. This shows them that the coaches do care about their grades and lets me know about the ones that need a kick in the pants academically. I have approached several different teachers about the attitude and work ethic of our football players in their classrooms and have called kids out about specific classroom-related issues. I think that the coaching staff sets this precedent to demonstrate just how important it is to be disciplined in the classroom both in and out of season.



On Offense “Our offense uses a balanced attack of a powerful running game and a finesse aerial assault combining sprint out option packages for our QB. We run a form of the Spread West Coast Offense. We will always be a running team first, passing team second.”

On Defense “We like to use an aggressive defense that mixes up its look. Sometimes having 4 men on the line of scrimmage, sometimes 3, sometimes 6 with two dropping into coverage. The goal is to keep the offense guessing as to who is going to attack them and from which side it will come.”

On Special Teams “I have a real appreciation of this integral part of the game. My philosophy is to take advantage of what the other team will give you. Exploit their weaknesses. Last years when I coaches at the sophomore level, we had the longest return all year against Dubuque Hempstead because they used the same kickoff every time. I designed a plan to exploit what I saw was a weakness in this kickoff. I designed a return called “Right Return” specifically for that game. Our average start that game was our own 45! Not bad! On our side of the kicking game, my schemes always have the opponent guessing.

YEARLY GOALS FOR WAHAWK FOOTBALL

By Lonnie Moore

Win the MVC Division Conference Championship
(ALL GRADE LEVELS)

Be in pursuit of a MVC Championship
(ALL GRADE LEVELS)

Team G.P.A. of 3.0
(ALL GRADE LEVELS)

Get into playoff (last time 1991)

PLAY 14



WATERLOO WEST WAHAWKS DEDICATION OFF-SEASON POINT SYSTEM

**Successful football programs all have one thing in common:
DEDICATED ATHLETES!!!**

During the off-season our athletes' dedication will be tested. Athletes will be required to earn at least **150 DEDICATED POINTS!** A DEDICATION BOARD will be posted to track results. Athletes earning 150 points by the start of football season will be honored with a helmet decal, picture on football poster, and a dedication point football T-Shirt, which displays his commitment to EXCELLENCE, IMPROVEMENT, and SUCCESS.

Point System

- Scholarship Points: Take your GPA at the end of each semester and multiply it by 10. EX: (if you have a 2.5 GPA, you earn 25 scholar points.)
- Participation & Finish of Strength & Condition class= 25 points
- Participation & Finish a winter sport = 25 points
- Winter weight program= 1 point per session
- Participation & Finish a spring, summer sport= 25 points
- Spring weight program= 1 point per session
- Summer weight program= 1 point per session
- Spring Speed & Agility Sessions= 1 point per session
- Participation in Winona Team Camp= 25 points
- Help in JUNIOR WAHAWK Football Camp= 2 points per Day
- Participation in 7x7 Passing Tournament= 10 points
- Participation in Wahawk Combine= 5 points each session
- Participation in our Wahawk Camp= 20 points
- Participation in any other football camp (IOWA, IOWA STATE, UNI, UPPER IOWA, etc)= 15 points
- Participation in the Wahawk Lift-A-Thon= 15 points

Means by which an athlete who does not earn 150 points by the start of the season can catch up:

- Doing extra conditioning: 10 (40 yards SPRINTS) or one half mile= 1 point

Players will be denied helmet decal, picture on the football poster, T-Shirt award until the 150 points are earned.

Here how you can lose points:

- Miss an off-season Weight Room for unexcused reasons – **minus 1 point**
- Miss a team meeting unexcused – **minus 5 points**
- Major offense(suspension, insubordination, good conduct policy) – **minus 10 points**



PLAYING TIME

The criteria we use to decide who gets to play are, **who wants to play, who has earned our trust, who has the skill, and who shows that skill to play.** (Not in any order)

It's easy to tell who wants to play. If a player wants to play, he hustles all the time. He is not an up-and-down player. He works hard to become a consistent player. He does everything he can to show that he wants to play. He doesn't have to be jump-started every day or be talked into working hard. Regardless of weather he is first, second, or third unit, he is all the way in. He shows by the way he practices that he wants to play. As a player performs in practice, so will he perform in the game.

1. **Are you coachable?** Can you listen, and are you willing to learn from the instruction which you are given, or will you insist upon doing things your way?

2. **Commitment** – Are you committed to team work or individualism?

3. **Loyalty** - Do you support your fellow players and the mission of the football program?

4. **Work Ethic** - Do you do extra work outside of practice to further your own skill to help the team? Going the extra mile, summer off-season strength program will be available during the summer months.

5. **Responsibility** – Are you always on time, bringing all your equipment Everyday?

6. **Can you accept criticism?** Coaches will, from time to time, will be critical of your actions on and off the field. If you can accept criticism, you should be motivated to correct errors which you have been making. Criticism is never anything personal against you; on the contrary, it's a coach that cares enough about you to make you better. Take coaching.

7. **Relationship with teammates** – do your teammates respect you as an individual and as a team member? Do you do the things that will earn their respect?

8. **Are you a team player?** Do your actions on and off the field show that you are more concerned with the welfare of the team than gaining individual glory? In a team sport, honors may be won by individuals, but they are earned by the entire team.

9. **Are you disciplined?** The greatest player is a disciplined individual, **both on and off the field.**

10. **Academics.** In order to play our student athletes must maintain passing grades through out the eligibility period of competition. If a student/athlete becomes academically ineligible our policy is to have him maintain his presence on the team. Additional study hall times will be provided until he regains his eligibility back on the team. If not passing classes becomes a problem then a student athlete will be removed from the team so he can concentrate on his studies. Once a student athlete has proven himself in the classroom he then will be allowed to return to the team. The most important asset we all have is our education. You can take football from an athlete, but you can never take his education from him.



WEST HIGH FOOTBALL **POSTER PICTURE POLICY**

To qualify to have your picture placed on the football poster, you must meet the following criteria:

1. Be a returning varsity player.
2. Accumulate a total of 150 points on the off season Dedication Points.
3. A minimum of seven players must qualify to have their pictures on the poster. If there are less than 7 players who qualify, then there will be no player's pictures on the poster.
4. Special exceptions can be made for long injuries and surgeries or other emergencies.

WEST HIGH FOOTBALL **TEAM CAPTAIN POLICY**

To qualify to be considered to be elected team captain, you must meet the following criteria:

1. Be a returning varsity player.
2. Accumulate a total of 170 off season Dedication Points.
3. Special exceptions can be made for long injuries and surgeries or other emergencies.

WEST HIGH FOOTBALL **MISSING PRACTICE POLICY**

All absences from practice will be treated the same. If the student athlete misses practice they will have 1 mile to run on the track (not a punishment). If they have an unexcused absence then the student-athlete will be taken off all depth charts and will not be put back on until the student-athlete completes 2 miles on the track. All individual running will need to be done the day before the next game with coaches' supervision.

WEST HIGH FOOTBALL **TARDY POLICY**

Tardy is not being in the assigned area at the assigned time. A student-athlete who is more than 10 minutes late will need to follow the missing practice policy. If the student-athlete is between 1-10 minutes late, then they will have a "Wahawk Test" after practice.

"IF YOU ARE EARLY, YOU ARE ON TIME. IF YOU ARE ON TIME, YOU ARE LATE."



WEST HIGH WAHAWK FOOTBALL ACCOUNTABILITY FORM

Congratulations on deciding to be part of the Waterloo West Football Program. We are happy that you are planning on being in the football program. Being part of the program means you are a responsible and accountable individual. Please check off the following opportunities that were provided for you and which you took advantage of to improve your football skills. This will give you an idea of your commitment to the West High Football Program. **(No excuses are asked for or need to be given.)**

	Yes	No
1. I receive my 150 dedication points.	___	___
2. I help fund raised in the 1 st Annual ‘Wahawk Lift-a-Thon’. (Gave 20 address and attended the Lift-a-Thon)	___	___
3. I participated in at least ___ out of ___ morning lifting session (during the school year.)	___	___
4. I participated in at least ___ out of ___ after school speed and agility session (during the school year.)	___	___
5. I participated in at least ___ out of ___ summer strength and speed/agility session. (during the summer)	___	___
6. I attended the UNI 7 on 7 or Lineman Camp.	___	___
7. I participated in the 1 st Annual Wahawk 7 on 7 Camp.	___	___
8. I attended Wartburg 7 on 7 for skill position.	___	___
9. I attended Iowa State 7 on 7 for skill position.	___	___
10. I attended Winona State Football Team Camp.	___	___
11. I participated in the Wahawk “Play 14” Camp.	___	___
12. I attended another football instructional camp.	___	___

The above list will give you an idea of how hard you worked to get ready for the upcoming season. Leaders are made, they are not born. They are made by hard effort, which is the price which all of us must pay to achieve any goal that is worthwhile (Play 14). One of my coaches once told me this: “Hard work beat talent, when talent doesn’t work hard”, and 'Luck is when opportunity meets preparation'. If you always worked hard, then the harder you worked, the luckier you will get. Everyone will be judge fairly beginning August 10. We want you out--- so please be ready .



<u>Event</u>	<u>Date</u>	<u>Cost</u>
UNI 7 on 7 Practice	<u>June 5 & 6</u> (5-7 pm) 9th-12th	<u>\$0</u>
UNI 7 on 7	<u>June 7</u> (Meet at UNI @ 9:30) 9th-12th	<u>\$35</u>
UNI Lineman Camp	<u>June 7</u> (Meet at UNI @ 9:30) 10th-12th	<u>\$50</u>
Wahawk Combine #1(9-12)	<u>June 9-12</u> 9am or 4:30pm	<u>\$0</u>
Team Installation Practice	<u>Start June 10th</u> (Every Wed & Sun) 9-12 <u>End July 15</u> 6PM-8PM	<u>\$0</u>
Iowa State 7 on 7	<u>June 21</u> (For Varsity) ***** TBA	<u>\$30</u>
Wartburg 7 on 7	<u>July 12 & 26</u> (For Varsity) TBA	<u>\$15</u>
Winona State Team Camp	<u>July 19-22</u> (For Varsity & Soph) TBA <u>Need 150 Dedication Points</u>	<u>\$125</u>
Wahawk Combine #2 (9-12)	<u>July 28-31</u> (9-12) 9am or 4:30pm	<u>\$0</u>
JR. Wahawk Camp	<u>Aug. 3rd-5th</u> (Grade 3rd-8th) Camp 11-1	<u>\$30</u>
Wahawk (Play 14) Camp	<u>Aug. 3rd-7th</u> (9-12) 9th Grade Lift 9-10:15 Camp 10:30-Noon 10th Grade & Varsity Lift 8-9 Varsity ST Meeting 9-9:15 Camp 9:30-10:45 (Varsity & Soph) (Special Teams) Lift 11:00-Noon (Soph) Camp 5pm-8pm (Varsity & Soph)	<u>\$35</u>
First Day of Football	<u>Aug. 10th</u> TBA	<u>\$0</u>
School Day Practice	9th 3-5:30 V/S 2:50-6 Study Table 2:50-3:30	<u>\$0</u>
Weight lifting(During Season)	Varsity- Mon 6:00am /Wed-1:30 Soph- Tues 2:50/ Thurs 2:50 9th- Mon 2:50/ Fri 2:50	
Summer Strenth/Speed & Agility Football Camp (7th-12th)	<u>Start June 15th</u> <u>M/W/F</u> 8am-9:30am 9am10:30am <u>Evening</u> 4pm-5:30pm	<u>\$0</u>



FIRST THREE DAY OF PRACTICE

START: MONDAY (AUG 10TH)

8am-9am	Varsity: Film/Weight Lifting
9am-11am	9 th Practice
11am-Noon	9 th Weight Lifting
9:15am-11:30am	Varsity/Soph Practice
1-1:30	Varsity/Soph Special Team Meeting
1:45-3	Varsity/Soph Special Team Practice
3:15-4:15	Soph: Film/Weight Lifting
6-8	9 th /Soph/Varsity Practice



DATES: Aug 3RD-5TH
TIME: 11AM - 1:00 PM



JR. Wahawk Camp

COST: \$30.00

FEE INCLUDES: CAMP T-SHIRTS, SNACKS, AND INSTRUCTION FROM THE WEST HIGH FOOTBALL COACHING STAFF & PLAYERS.

THIS CAMP IS AVAILABLE TO ALL ATHLETES GOING INTO 3RD- 8TH GRADE. THIS IS YOUR OPPORTUNITY TO LEARN THE WEST WAHAWK FOOTBALL SYSTEM AND EXPERIENCE HOW FUN FOOTBALL CAN BE!

THE WAHAWK FOOTBALL CAMP IS DESIGNED FOR ALL ATHLETES TO LEARN MORE ABOUT THE GAME OF FOOTBALL AND THE WATERLOO WEST FOOTBALL PROGRAM. FOOTBALL SHOES ARE RECOMMENDED

FOR MORE INFORMATION CONTACT CAMP DIRECTOR KELLAP GRANT OR HEAD COACH LONNIE MOORE @ 433-2700

FILL OUT THE FOLLOWING APPLICATION PAYABLE TO:

**JR.WAHAWK FOOTBALL CAMP
C/O WATERLOO WEST HIGH SCHOOL
425 E. RIDGEWAY AVE
WATERLOO, IA 50702**

NAME: _____ GRADE: _____ PHONE #: _____

ADDRESS: _____ T-SHIRT SIZE: _____

SCHOOL: _____

PARENTS RELEASE AND INDEMNITY AGREEMENT TO: WATELOO WEST FOOTBALL CAMP:

We/ I hereby authorize the staff of Waterloo West Football camp to act for us (me) according to their best judgment in any emergency requiring medical attention and we/I herby waive and release the camp and its staff from any and all liabilities for any injuries or illness incurred while at camp.

DATE: _____ SIGNED(PARENT) _____



DATES: Aug 3RD-7TH
TIME: SEE WEBSITE



Wahawk (Play 14) Camp

COST: \$35.00

FEE INCLUDES: CAMP T-SHIRTS, AND INSTRUCTION FROM THE WEST HIGH FOOTBALL COACHING STAFF.

THIS CAMP IS AVAILABLE TO ALL ATHLETES GOING INTO 9TH- 12TH GRADE. THIS IS YOUR OPPORTUNITY TO LEARN THE WEST WAHAWK FOOTBALL SYSTEM AND EXPERIENCE HOW *FUN* FOOTBALL CAN BE!

THE WAHAWK FOOTBALL CAMP IS DESIGNED FOR ALL ATHLETES TO LEARN MORE ABOUT THE GAME OF FOOTBALL AND THE WATERLOO WEST FOOTBALL PROGRAM.

FOOTBALL SHOES ARE RECOMMENDED

FOR MORE INFORMATION CONTACT CAMP DIRECTOR KELLAP GRANT OR HEAD COACH LONNIE MOORE @ 433-2700

FILL OUT THE FOLLOWING APPLICATION PAYABLE TO:

**WAHAWK (PLAY 14) FOOTBALL CAMP
C/O WATERLOO WEST HIGH SCHOOL
425 E. RIDGEWAY AVE
WATERLOO, IA 50702**

NAME: _____ GRADE: _____ PHONE #: _____

ADDRESS: _____ T-SHIRT SIZE: _____

PARENTS RELEASE AND INDEMNITY AGREEMENT TO: WATELOO WEST FOOTBALL CAMP:

We/ I hereby authorize the staff of Waterloo West Football camp to act for us (me) according to their best judgment in any emergency requiring medical attention and we/I herby waive and release the camp and its staff from any and all liabilities for any injuries or illness incurred while at camp.

DATE: _____ SIGNED(PARENT) _____



Helpful Websites

Waterloo West High School

- <http://westhigh.waterloo.k12.ia.us/>

Waterloo West Athletics

- <http://www.wahawkathletics.org/>

Waterloo West Football Camps (Pay Online)

- www.wahawkfootballcamps.com

