

June 10, 2019

Press Release:

**The National Association of Esports Coaches and Directors (NAECAD) Launches at UBTech Conference in Orlando, FL.**

The National Association of Esports Coaches and Directors (NAECAD – pronounced Nay-cad) is excited to announce the launch of the first professional organization for competitive esports coaches and directors at all levels of competitive play (club, high school, college, and professional). The NAECAD mission is to serve, legitimize, and advance competitive esports at all levels with NAECAD members at the epicenter of leadership, advocacy, and professional development. The NAECAD vision is for esports to be viewed like a traditional competitive sport with highly trained NAECAD members leading the professional development, growth, and quality of competitive esports.

NAECAD's history dates back to March 2018 at the first annual Global Esports Classic and Clinic hosted by Grand View University, in Des Moines, Iowa. This event was the first time in competitive esports history that coaches and directors from all levels gathered to learn from each other and network around their sport, as well as host a live university esports tournament that ran concurrently to the clinic sessions. Over fifty coaches and directors attended the inaugural event.

The 2<sup>nd</sup> Annual Global Esports Classic and Clinic held in March 2019 saw over 100 coaches and directors from all levels attend the event. It was determined from this event that there was a need for an organized association for coaches and directors to provide leadership, advocacy, and professional development for professionals passionate about competitive esports. Clinic attendees volunteered to be on the first advisory committee to provide feedback for the formation of NAECAD. From this effort, NAECAD is officially being launched today at the UBTech Conference in Orlando, Florida.

As a part of this historic launch, NAECAD leaders have helped organize an exclusive esports tract for the UBTech Conference taking place June 10-12 at the Hilton Orlando Bonnet Creek Resort, in Orlando, Florida. This event will build on the NAECAD's desire to lead the professional development and growth of its member coaches and directors and the overall quality of competitive esports at all levels.

The founding members of the first advisory committee represent a group of enthusiastic and experienced leaders in competitive esports. The members of the Advisory Committee are:

Justin Bragg, Illinois College  
Shaun Byrne, St. Clair College  
Patrick Chou, OMEN by HP  
Toby Ebel, Baker University  
Callum Fletcher, Illinois Wesleyan  
Dana Hustedt, Grand View University  
Ramsey Jamoul, Midwest Esports  
Michael Jones, Drury University  
Josh Knutson, Bytespeed  
Joshua Pann, College Esports Specialist for HP Inc.  
Nathan Ragsdell, Midland University  
Kevin Reape, University of Missouri  
Joshua Sides, Winthrop University

Derek Spinell, University of Mount Union  
Mike Szostek, Olivet Nazarene University  
Jason Bauer, Grand View University  
Jay Prescott, Grand View University

Joining this founding committee will be representatives from high school, club, and professional esports organizations as the NAECAD membership grows.

One of the major roles of the NAECAD will be to work with the governing bodies of the groups represented by the esports coaches and directors, including – the National Association of Collegiate Esports, Riot Scholastic Association of America, the National Collegiate Athletic Association, the National Association of Intercollegiate Athletics, the National Junior College Athletic Association and the National Federation of State High School Associations, and state athletic associations across the country.

The NAECAD is also committed to working with game publishing companies, professional esports organizations, and any other entity that is motivated to positively enhance the professional development, growth, and quality of the coaches and directors involved in competitive esports.

As an advocate for professional development for esports coaches and directors, the NAECAD is committed to bringing quality learning opportunities to the sport. This will include providing structured professional development pathways for esports coaches and directors, as well as regional clinics and national conventions. These events will increase networking and learning opportunities and also grow the awareness of competitive esports as a sport and profession.

Along with other valuable resources, this fall, the NAECAD will also launch a formal process to recognize National and Regional Awards for Coaches, Athletes, and Teams. This deserved recognition will begin to highlight the amazing skills and abilities of esports athletes across the nation and the coaches and directors that lead their teams. The NAECAD Hall of Fame will also be established to recognize those individuals who have invested time and effort to grow competitive esports.

The opportunity to join the NAECAD will begin July 1, 2019. More information can be found at [NAECAD.org](https://naecad.org) or NAECAD's Discord server: <https://discord.gg/9w8Japu> or follow the NAECAD on twitter @TheNAECAD. Inquires can also be sent to [contactus@naecad.org](mailto:contactus@naecad.org).