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## Magic coach nominated for national coaching award

Submitted by Megan M. Shields



Alfredo Rocha Photo provided

California Magic soccer coach Alfredo Rocha has been nominated for the 2019 Positive Coaching Alliance National Double-Goal Coach Award. PCA's Double-Goal Coach Award is given to youth and high school sports coaches from throughout the U.S. who embody the ideals of the Double-Goal Coach, striving to win, while also pursuing the more important goal of teaching life lessons through sports. "We are all very fortunate to have Coach Alfredo at Magic and I'm very lucky to have him as my colleague," said Haris Obic, director of coaching. "His coaching philosophy is centered around appreciating the personal strengths of his players. This approach makes him a very effective coach who demonstrates and guides improvement by emphasizing human qualities first and foremost."

Coach Alfredo has been coaching at Magic for three years and in his tenure has exemplified Magic's mission of educating, inspiring and empowering youth in a positive way through the beautiful game of soccer. Courtney Johnson, executive director of operations said, "Coach Alfredo is one of those special individuals who creates amazing soccer players and is a positive influence for their entire life. He develops individuals in a way that they will reach their full potential and become a force for good in the world."

Magic is a Lamorinda-based club committed to high achievement in all aspects of soccer while the whole child is considered during the course of development in Magic soccer training. To learn more about Magic, upcoming clinics and tryouts, visit [www.calmagicsc.com](http://www.calmagicsc.com). This is the second PCA National Coach Award nomination for Magic.

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[back](#)

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