

NATIONAL WRESTLING COACHES ASSOCIATION



NWCA Release

Novogratz, Koch highlight session speakers at upcoming NWCA Convention in Daytona Beach, Florida

Release Link: <http://bit.ly/NWCAconvention2017>

Speaker Bios: <http://bit.ly/NWCAconventionbios>

Manheim, Pennsylvania -- Former Princeton wrestler, noted wrestling leader and Army helicopter pilot Mike Novogratz will be the keynote speaker at the NWCA Awards Luncheon at the annual National Wrestling Coaches Association Convention at the Hilton Beach Resort in Daytona Beach, Florida from August 4-6 sponsored by ASICS, Cliff Keen and Resilite.

Asvlum Entertainment President and CCO Jonathan Koch will be the featured

speaker at the opening session, while Dr. Coyte Cooper and Charlie Brenneman are also slated to speak during the convention.

Novogratz, a private investor based in New York City, was the team leader for the U.S. freestyle team during the 2012 Olympic cycle and is currently the Chairman of the Board for Beat the Streets New York, a non-profit wrestling organization that's grown wrestling exponentially in New York City since its inception.

"Mike Novogratz is an inspiring, outside-of-the-box thinker," said NWCA Executive Director Mike Moyer. "What he has been able to do in business and in the non-profit sector with Beat The Streets is truly remarkable. He's got an infectious personality and we're really looking forward to having him as part of our convention. He's not just an ideas guy, he's an implementation guy. All you need to do is look at how well-received the annual Beat The Streets gala and match in Times Square is. He gets things done."

Koch has been leading the way at Asylum Entertainment since it was founded in 2001. The television production company has produced dozens of documentaries and critically-acclaimed series that have been produced for Fox Sports, National Geographic Channel, AMC, ESPN, Reelz and the Travel Channel.

Koch's story though isn't about his business acumen, rather his resolve. In 2015, Koch fell ill and was put into a coma in order to try to save his life. After spending weeks in a comatose state, Koch awoke with both his mind and spirit intact. The effects of septic shock were profound: rehab, surgeries and even a human hand transplant.

"People like Jonathan Koch are rare," said Moyer. "His story of drive, determination and the human spirit, I believe, will really have a positive impact on our convention attendees this year. There's so much of our sport that isn't about what takes place in the practice room, but what takes place between the ears."

Cooper, a longtime convention attendee and presenter, is a best-selling author,

podcast host and speaker who has used much of his wrestling experience in helping people perform and reach their full potential.

An All-American at Indiana, Cooper's most recent book, [Make Your Mark](#), has drawn rave reviews from in and out of the wrestling community. Cooper has also been instrumental with his Elite Level Sports Marketing group in the development and implementation of the NWCA's Best of Brand Awards.

"We can't really quantify how much Dr. Cooper has meant to the NWCA, the convention and the sport as a whole," said Moyer. "He's been a driving force in helping so many college and high school programs market themselves and bring in more fans and more community relationships. We really wouldn't be where we are with social media and branding without Dr. Cooper."

Brenneman, an NCAA qualifier at Lock Haven and former mixed-martial arts fighter, currently serves as a motivational speaker and is the author of "Driven: My Unlikely Journey from Classroom to Cage," where he breaks down his career path that took him from high school Spanish teacher to fighting in MMA's top promotion, the Ultimate Fighting Championship.

Moyer was also excited to bring Brenneman into the fold.

"I don't know many people who have the resume as Charlie Brenneman," said Moyer. "I mean, he won Pros vs. Joes on SpikeTV, taught high school Spanish, coached wrestling at the college level and then goes out there and gets into a cage and fights. He's got a great story of drive, which is fitting considering his excellent book."

In addition to the four feature speakers, there are a total of over 15 hours of education time at the convention including coaching development presentations, technique session, panel discussions and growing wrestling forums. In addition, there will be a trade show with over 30 of the leading companies in wrestling. For the full schedule, complete list of presenters and how to register, please visit the NWCA website at the link below.

WHAT: 2017 NWCA Convention sponsored by ASICS, Cliff Keen and Resilite

WHEN: August 4-6, 2017

WHEN: August 4-6, 2017

WHERE: Daytona Beach Hilton, Daytona Beach, Florida

REGISTRATION: \$290

Full information and schedule:

<http://www.nwcaonline.com/news-events/events/2017-nwca-convention/>

The NWCA brings the wrestling coaching community together to advance the sport and ensure that current and future generations have the opportunity to engage in a safe and educationally based wrestling experience. This is primarily done by strengthening existing programs, creating new programs, and providing coaches with progressive educational opportunities.



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