

Jim Ater –Proactive Coaching

“A passion for getting kids connected”



“Caring, Courageous and Competent—Jim Ater exemplifies the essential qualities of leadership. Jim's compassion and exceptional relational skills instantly increase his credibility with all audiences. Secondly, Jim's willingness to approach difficult situations, topics or people with compassion, insight, and Christian-based values make him an effective leader. In addition, Jim's competence in so many areas including his extensive knowledge of sports, activities, athletics, leadership, good decision-making and all of the challenges that accompany these important aspects of a young person's healthy development make him the right person to bring the right message!”

*Elizabeth Ann Sanders, Ph. D
Associate Professor
Baker University*

Jim Ater has valuable insight and perspective in athletics and activities through personal participation at many levels:

- ~Youth Sports
- ~High School Sports
- ~College Basketball Player

Jim has also coached at many levels:

- ~Youth Sports
- ~High School Sports
- ~Select Basketball Teams.

Nearly 30 years in education:

- ~Student Council
- ~State Ranked Girl's Basketball
- ~State Ranked Girls' Volleyball Coach
- ~High School Administrator
- ~Athletic Director
- ~District Athletic and Activities Director

His interactive presentation style and humorous anecdotes from his perspective as a participant, coach, parent, and grandparent help to energize his audiences to seek personal and professional improvement to positively impact their lives and their circles of influence as a coach, parent, team leader, or business professional.

“Jim Ater is a committed Christian, husband, father and grand father. A powerful presenter who draws on his extensive life experiences as an athlete, teacher, coach and athletic administrator. Jim is committed to creating a positive climate in schools and their activity programs. He's not just a great speaker but a person of character who leads by example. Jim Ater is a genuine person who I trust and admire.”

*Richard Bechard, CMAA
District Director of Athletics and Activities
Blue Valley Schools*

Jim Ater has presented for the NAIA's Champions of Character Program using Bruce Brown's background and expertise to challenge coaches, athletes and parents to "...change the culture of sports." Jim has also presented workshops to leadership groups working on leadership development and education and prevention of bullying in schools. He has received numerous community and school-related awards that testify to his own character; being awarded the 2009 Olathe Community Goodwill Award for "Doing extraordinary things to foster goodwill, brotherhood, and understanding in the community.", 2008 KIAAA Athletic Director of the Year, City of Olathe Character Award In Sports, Sunflower League Coach of the Year (3 times), Eagle Faculty Award (2 times) and was selected to the Topeka West High School Hall of Fame in its inaugural year.

"Jim Ater was the keynote speaker on "Bullying and Student Athletics" at four Bullying Seminars offered by the Kansas Association of School Boards. He did an excellent job of educating school board members, principals and superintendents on the important role coaches play in modeling appropriate non-bullying behaviors and setting the example and tone for interactions between and among athletes, their parents and the coaching staff. His presentation style was excellent and his sessions received the highest marks on the evaluation forms. Jim is the ultimate teacher and is well respected throughout Kansas as both an educational leader and excellent speaker. He focuses on what's best for students and how athletics supports the educational efforts to help build students of character"

*Donna Whiteman
Assistant Executive Director, Legal Services
Kansas Association of School Boards*

Jim was directly involved in developing a High School Club Bowling Program in Olathe that grew into a State Championship Sport for the State of Kansas. He was an integral member of the Executive Committee for the Martin Luther King, Jr. celebration which included engaging over 1500 students yearly to compete for prizes by sharing their interpretation of the ideals of MLK Jr. by creating multi-media artistic presentations, artistic impressions, or written essays. Jim also developed a district brochure outlining guidelines for Parent and Coach Communications, developed a Student Speaker's Bureau program, and a Student Service Summit.

The result: thousands of "Connected Kids."

"As a person who has known Jim Ater for 17 years as a coach, teacher, high school administrator, district administrator and friend, I have the highest level of respect for this visionary leader. The hardest to describe are his special qualities. Jim has strength of character, common sense, passion and humility. He is simply 'good' and I admire him. When this gifted speaker makes a presentation to parents, athletes, team leaders and coaches, the audience can be assured that they are listening to a man who has been in their shoes and never veers from his inner values."

*Lane Green
District Director of Athletics and Activities
Olathe District Schools, Olathe, Kansas*

Jim lives with his wife Gwen and their children and grandchildren—a whole corral of energy and potential— in Ft. Worth, Texas, and is active in the community and his church.

