

HERONews

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The Heron Society of WILLIAM SMITH COLLEGE

Developing the whole Heron: Peak Performance plan in full flight

Since its inception during the 2001-02 academic year, the Peak Performance Plan, developed by William Smith Director of Athletics **SUSAN BASSETT** and the William Smith coaching staff, has provided both Heron athletes and coaches with important support as they pursue excellence inside and outside the competitive arena.

Generous and on-going funding from the Heron Society has made this unique program a reality. This year a \$10,000 NCAA Initiative Grant enhanced the quality of the experience even further.

Bassett said the support of the Heron Society and the NCAA have been instrumental in the success of the program.

"The Heron Society's support of the Peak Performance Plan helps to ensure that we continue to develop great female

leaders, citizens, and role models, as well as the very best student-athletes," Bassett said. "The NCAA grant generously funded over half of the plan's events this year. William Smith athletics has benefited from wonderful NCAA championship opportunities over the years and here is another way the NCAA has been a champion for the Herons."

One of the highlights of the Peak Performance Plan is an annual presentation geared toward the needs of each class of Heron athletes. Early in the academic year, this year's first-year class participated in a seminar focusing on time management, wellness, and principles of training. Bassett kicked off the evening with her power point presentation titled, "Bassett's Basics for Academic and Athletic Achievement."

William Smith lacrosse assistant coach **LAEL O'SHAUGHNESSY**, a 2001 graduate of Notre Dame and a four-year member of the Irish women's lacrosse squad, gave a compelling presentation on time management, which was augmented by a series of light-hearted, yet effective, skits from the Heron lacrosse team.

First-year field hockey standout **SOPHIE DENNIS** was impressed.

"The time management information was very valuable, since it's so important for athletes to be able to organize their time so that they can succeed on the field and in the classroom," Dennis said.

GREG SHELLEY, a nationally renowned sport psychologist who works with the William Smith athletes and coaches throughout the year, conducted a leadership seminar for sophomore student-athletes. Shelley's presentation was complemented by remarks made by former Heron All-American swimmer **KELLY VAN GORDON '02**, who emphasized the importance of the leadership positions she held as a team captain and



KEVIN COLTON/SPORTSPICS.NET

Sophomore Seraphine Hamilton was a NSCAA first-team All-Northeast selection in soccer and a starter on the basketball team this year.

member of the Core 20 group.

Sophomore two-sport standout **SERAPHINE HAMILTON** thought the program was great.

"Listening to an alumna speak about her experiences as a leader in William Smith athletics inspired me to take on that role in both [soccer and basketball]," Hamilton said.

The junior year session addressed the basics of career planning. **LINDSAY DRURY**, Herons assistant basketball coach, presented the students with a top-10 list for seeking and finding a job in the world after college.

Her presentation was followed by one from **BRANDI FERRARA** of the Colleges' Career Services Center who spoke on specific steps the students could take in career planning.

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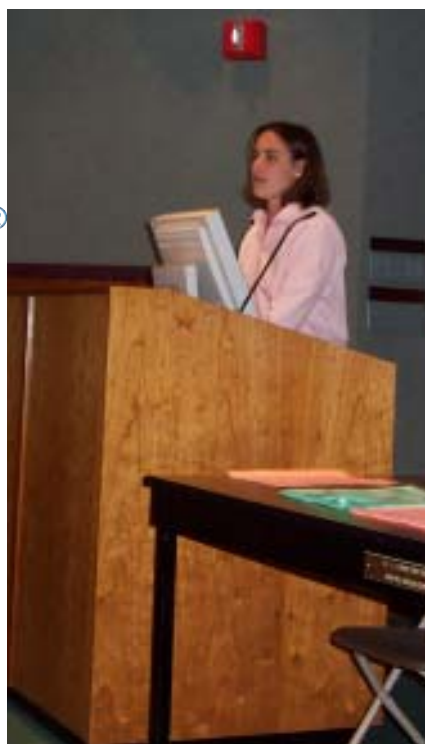


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The UCAA Field Hockey Rookie of the Year, Sophie Dennis broke the William Smith record for goals by a first-year.



WILLIAM SMITH COLLEGE DEPARTMENT OF ATHLETICS
PEAK PERFORMANCE PLAN



Clockwise from top left: Sports Psychologist Greg Shelley speaks with Heron sophomores; Junior basketball player Ivy Parker reviews career planning information; Kelly Van Gorden '02 addresses leadership; Leslie Mapstone '97 (far left near windows) presents financial planning advice; Junior lacrosse player Julie Stevenson enjoys a recent Peak Performance Plan meeting.

Heron Plan for Attaining Peak Performance ~ Academically, Athletically, Professionally



WILLIAM SMITH COLLEGE DEPARTMENT OF ATHLETICS **PEAK PERFORMANCE PLAN**



Clockwise from top right: Participants in the Peak Performance Sophomore Leadership Seminar; The Senior Appreciation Dinner; Kelly Van Fossan Kenny '98 transferring athletic competitiveness to meet personal and professional demands; Sophomore problem solving session; The Junior Career Planning Seminar.

Heron Plan for Attaining Peak Performance ~ Academically, Athletically, Professionally

Published by the Heron Society of William Smith College to keep its members informed of the achievements of the William Smith athletics program as well as the Society's efforts to support and promote the Herons' continued success. For further information about William Smith athletics, the Heron Society, or this newsletter, contact: William Smith athletics, (315) 781-3500.

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Senior Stephanie Leveille recently closed out an exceptional two-sport career in soccer and basketball.

Peak Performance plan in full flight (from p. 1)

Junior **TARA BRISSON** noted that the junior session helped because it put “the fear of the real world aside.”

“The speakers were very knowledgeable and informative,” Brisson said. “They made us aware that there are things we can do now to start planning for the future.”

For senior athletes, the focus was on making the transition from college life to the professional world. This year, **LESLIE MAPSTONE '97** gave a lively mini-seminar on the basics of effective financial planning for life after the Heron's nest.

Former All-American swimmer **JAMIE VAN FOSSAN KENNY '98** spoke eloquently about how she used the lessons from a career in competitive intercollegiate athletics to meet the personal and professional demands faced by all William Smith student after graduation.

According to senior **STEPHANIE**



Tara Brisson

LEVEILLE, “the dinner and presentation were a great way to help us make a transition from college to our life ahead.”

“The presentation helped reinforce everything we have done at William Smith, both academically and athletically. We will have some very positive outcomes when we

are out on our own after graduation.”

Clearly, the Peak Performance sessions for each class made possible by the Heron Society and the NCAA grant have had an enormous impact on the student-athletes who represent William Smith in intercollegiate competition.

“The Peak Performance Plan demonstrates our department's commitment to the ‘whole’ student,” Bassett said. “Our staff is interested in the self-actualization of students through experiences that teach life-skills and leadership.”