

Coach's Office Press Kit

What is Coach's Office?

Coach's Office, a suite of software for football coaches, was created by Stan Webber, whose company Graphware Inc. is a Middletown, Ohio-based, multi-media software company that develops web sites and multi-media presentations for companies across the USA. Coach's Office software is used by coaches at all levels of football – including pee-wee football, middle school, high school, college and professional. The last four NCAA Division I champions – LSU, Ohio State, Miami (Fla.) and Oklahoma – use Coach's Office. So does Division III football powerhouse Mount Union (Ohio) College. For a more comprehensive list of colleges and NFL and CFL teams that use Coach's Office, visit www.coachsoffice.com

The Story Behind Coach's Office

A veteran in the coaching ranks, Steve Hagen remembers the days not so long ago when long hours were spent drawing diagrams and handwriting details on reams of paper that composed bulky, spiral-bound playbooks.

The repetition involved in redrawing the same plays and retracing the same practice diagrams each week was simply part of the game. So was the arduous task of breaking down an opponent's games and manually searching through the tapes to locate specific plays which the video department then transformed into cut-ups.

"It was a process that took hours of work and detracted from time we could spend coaching our players," said Hagen, the Cleveland Browns' quarterback coach who spent 17 years at the college level, before joining the Browns staff as tight ends coach in 2001.

For Hagen and a growing number of NFL coaches, the days of drawing and handwriting information for playbooks, play cards and game plans are history. New computer programs are changing an NFL coach's day-to-day tasks for the better. Chalkboards, VCRs and thick playbooks stuffed with hand-produced schematics are becoming obsolete as more teams are turning to laptops, digitized game film and computerized playbooks.

Using laptops and specialized software, coaches can focus on key plays of opponents, project play diagrams and make assignments. The software that Hagen uses prints play cards from practice scripts and helps produce game plans.

Created by Stan Webber, president of Middletown, Ohio-based Graphware Inc., Coach's Office allows coaches to build playbooks, play cards and game plans. Coach's Office also offers the ability to digitize videotapes of a team's games. Coach's Office software packages range in price from \$95 for simple play drawing to \$1,245 for a complete package that includes video services.

Webber developed the idea for his coaching software after discussions with Bob Wylie, who at the time was part of the Cincinnati Bengals coaching staff and is now offensive line coach with the Arizona Cardinals. Initially, Webber developed a program called Quick Playcard to produce play cards for Wylie and the Bengals. Then coaches from the New York Giants, Minnesota Vikings and Green Bay Packers joined the list. Webber expanded on Quick Playcard and introduced Coach's Office, a complete software suite that he says is "like Microsoft Office for football coaches."

"I stumbled upon this niche football market quite by accident after a short meeting with Bob," Webber said. "He had a \$5,000 laptop on his desk yet was spending hours each day manually drawing playcards for their practices.

"I couldn't believe that, with the technological advancements, coaches were still writing plays by hand," Webber said. "I felt it would be much easier and less time consuming if there was an automated process that would allow them to do the work on a computer."

His client base is not limited to NFL teams. The last four NCAA Division I national champions – LSU, Ohio State, Miami (Fla.) and Oklahoma – use Coach's Office. So does Division III football powerhouse Mount Union (Ohio) College, which has won multiple national titles.

"We compile our game plan and share it with the players using the slide show component, which is like having a dry erase board on the wall," said Vince Kehres, assistant coach at Mount Union. "Coach's Office has allowed for information to be more readily shared with the players in less time, which helps our productivity on and off the field."

When preparing for a game using Easy Scout XP, a supplemental program of Coach's Office, coaches can call up hundreds of examples showcasing opponents running specific plays. Specific situations such as goal-line plays, nickel and dime pass coverages and red zone work are now at a coach's fingertips. Want to know how often an opposing team runs on first down? It's there. How about how many times they run right, as compared to left? The information is there as well. With these programs, coaches can even research opponents' tendencies early in the game and late in the game, and determine what they do when they are ahead or behind.

"Before computers, there were so many hours when we did busywork instead of coaching," Hagen said. "It would take me a couple hours to do play cards for a practice."

Today, he says he can do it in 45 minutes or less. The bottom line: The new technology allows coaches to spend more time teaching and preparing, which makes them more productive and the players more efficient.

Hagen is in his first season as quarterbacks coach with a new signal caller, Jeff Garcia. The availability of computerized play books, play cards and game plans – and digitized video where he can access plays from any game situation – has made Garcia's learning curve a little smoother.

"You still have to make the plays on the field," Hagen said. "The software program will not throw a touchdown pass, but it does make the teaching and learning process more efficient."

"NFL coaches still work long hours, we just spend our time differently than we used to," he added. "Instead of spending hours drawing diagrams by hand, sifting through bulky playbooks and scanning through videotapes, we can get what we need with a point and a click. It allows us to devote more time to actually coaching."

Graphware Inc. and Coach's Office Bios

Stan Webber President

Stan Webber never played high school football. His lone experience on the gridiron came when he played wide receiver for a semi-pro football team in the 1970s. Yet the Miami (Ohio) University graduate is becoming a familiar name among football coaches at the professional, college and high school levels in the United States, Canada and even Japan. His Coach's Office software helps football coaches spend more time preparing for games and teaching players than remaining in the office handwriting play cards and game plans the old-fashioned way.

When he developed a play card software program for then Cincinnati Bengals offensive line coach Bob Wylie in 1999, Stan and his wife, Vikki, operated Graphware Inc., multi-media software company that develops web sites and multi-media presentations for companies across the USA. The program, called Quick Playcard, was such a success that other NFL teams requested it, which led Stan to develop the suite of software he called Coach's Office. The product has been so successful that gross sales have increased 65 percent each year for the last four years.

Stan founded Graphware in 1983 after a 25-year career as a computer programmer, analyst and information technology supervisor at Armco Steel. Initially, when he opened Graphware, Stan developed and sold personal computer graphics software to companies like Microsoft, AT&T, P&G, General Dynamics, GM and IBM. He was even brought in to consult with Steve Jobs and Skip Hawkins (founder of Electronic Arts) at Apple Computer during the development phase of the Lisa desktop computer.

Coach's Office is the first software of its kind for football coaches and its user-friendly design is modeled after Microsoft Office Professional.

Victoria Webber

Vice President

Co-owner of Graphware Inc. and wife of Stan Webber, Victoria Webber studied computer science and English at Miami (Ohio) University in Oxford, Ohio.

Elements of Coach's Office

Coach's Office is a powerful system for drawing plays, organizing those plays using an innovative script, and then incorporating the plays to produce play cards, playbooks and presentations. In addition, Coach's Office® works with a number of video editing products and scouting software.

The Five Modules

Chalkboard Module

The chalkboard module is the heart of Coach's Office. In this module, users draw offensive formations and plays, fronts and coverages, and save them for future use to be accessed by the playbook and script modules.

Coach's Office has a complete set of tools, symbols and a color palette for drawing pass routes, blocks and other assignments. Users can instantly flip the offense or defense left or right, or above or below the ball, display offensive formations or plays against any combination of fronts and coverages, and then instantly print a play card.

Playbook Module

The playbook module in Coach's Office has all the features you would expect in a professional playbook program. The process starts by selecting one of the many built-in page templates, or by customizing your own templates. Plays are added to the template by selecting them from the chalkboard module. Organized like a book, the Coach's Office playbook module makes it easy to navigate through the playbook by clicking on the chapter and then the page. Chapters and pages can be inserted or deleted, and pages are automatically renumbered.

Advanced text placement and formatting capabilities, the capacity for an unlimited number of pages, and the ability to copy text and tables from other Windows applications allow for extensive control over the finished product. Printing is powerful and flexible, from single pages to multiple sections of the playbook.

Script Module

Coach's Office pioneered the concept of integrating a spreadsheet-style script with play cards and a playbook. The scripting system makes it possible to catalog, schedule, print, and review the plays that are run in practice. Offensive formations, fronts, and coverages are selected from a drop-down list using the same technique as the chalkboard module.

In addition to printing play cards, the script can be used to produce a game plan or play sheet with 2 to 32 plays per page, as well as statistical reports that illustrate the plays implemented in a single practice or a series of practices.

SlideShow Module

Those familiar with Powerpoint will love the SlideShow feature of Coach's Office. This program enables coaches to display plays on a screen or an overhead projector, and use a telestrator - like a chalk tool to make notes, adjust lines and draw attention to various aspects of the play.

Video Module

The video module provides an effective method for reviewing game video clips with the playbook formations and plays. Video clips are cut up outside Coach's Office using any of a variety of digital video editing software systems.

Uses for Coach's Office

Coach's Office Playbook Module

Features

- Plays drawn in the chalkboard module can be placed in boxes on the playbook module pages. The play is automatically resized to fit in the box.
- Make changes to plays placed in the playbook by directly accessing the chalkboard.
- Pages are automatically renumbered as new pages are added or deleted in the chapter(s).
- Unlimited number of pages (Pro version).
- Enter text like a word processor.
- Pictures and graphics can be copied from other applications to boxes on the page.
- Pre-defined page templates are available, or you can customize the page layout (Pro version).

Coach's Office Script Module

Features

- Enter the plays and formations from a dropdown list.
- Print play cards directly from the practice script.
- Print 2, 4, 8, 15, or 32 plays per page from the practice script.
- Define any combination of plays per page and orientation of the page.
- Define practice schedule for each week.
- Print the script and plays for the game plan.
- Add, insert and delete rows from the script.

Coach's Office Chalkboard Module

Features

You can use the chalkboard's drawing tools to create three basic formations - Offense (with plays), Front and Coverage.

- Draw routes, blocks, and other assignments with a large set of drawing tools.
- Instantly flip the offense or defense left or right or above or below the ball.
- Easily display offensive formations or plays against any combination of fronts and coverages.
- Assign a color to a player and his route or blocks.
- Use preset symbols to shade players and assign any three characters to players.
- Use the formations and plays drawn in the Chalkboard in other Coach's Office® modules like the Playbook and Script.
- Enter text anywhere on the play area.
- Predefined run, pass and block patterns. Draw solid, dash and zig-zag lines.
- Print individual plays on full page.

Coach's Office Video Module

Features

- Play digitized video of games in the Playbook module.
- Effective method for reviewing game video clips with playbook formations and plays.
- Video clips are cutup outside Coach's Office® using any of a variety of digital video software systems.
- Video files are viewed from a CD, hard drive, or network drive.

- Supported file formats are AVI and Mpeg and must be capable of running in Microsoft Windows® Media Player.

Coach's Office Slide Show Module

Features

The Coach's Office slide show module allows coaches to put their overhead projector in the closet and plug into the 21st Century.

Any section in the playbook can be displayed in a PowerPoint-type presentation. Simply hook a PC/Laptop to a digital projector and project onto a whiteboard. Then use the mouse as a Telestrator to do free-hand drawing in different colors.

If digitized video for the play is available, you can show it with the play diagram. There is no need to produce overheads or draw on acetate. With the slide show module, you can capture or print what is drawn on the screen, and you can easily erase with one click and draw again.

Easy Scout XP Software

Coach's Office® offers the market leader in price and performance for scouting software. Compusports Easy-Scout XP for Offense and Defense is used by high schools and colleges nationwide to analyze offensive and defensive tendencies, and to perform self-scouting and self-analysis.

The "core" design elements of Easy-Scout are:

- A strong commitment to let coaches use their own terminology
- Fast, efficient data entry through uncluttered screens and minimal required data entry items
- Built-in reports to cover all the bases and present in groups such as Down and Distance, Formation, Blitz, etc.
- Advanced, yet optional data collection for items like Motion, Hole and Pass Zone hits, Ball Carriers, Receivers and Pass Patterns.

Coach's Office Clients – Colleges and Universities

Past Four NCAA Division I National Champions

Oklahoma
Miami
Ohio State
LSU

Other Colleges & Universities

Alma College
Avila University
Bowling Green University
Bridgewater State College
Chadron State College
Coe College
College of Wooster

Colorado State University
Concordia College
Delaware State University
Delta State University
Eastern Washington University
Elmhurst College
Franklin & Marshall
Georgetown University
Grove City College
Hillsdale College
Hofstra University
Holy Cross
Indiana State University
Johns Hopkins University
Kansas Wesleyan University
Kent State
King's College
Los Angeles Valley College
Louisiana State University
Mansfield University
Mercyhurst College
Merrimack College
Miami University
Michigan Tech
Middle Tennessee State University
Minnesota State College
Montana State University Northern
Moravian College
Mount Senario College
North Carolina State University
Northern Illinois University
Northwestern University
Occidental College
Principia College
Santa Rosa Junior College
Slippery Rock University
Southern Methodist University
Southern Virginia University
Southwest Texas State University
Stanford University
Thiel College
Thomas More College
Trinity College
UAB Birmingham
University of Akron
University of Arkansas - Pine Bluff

University of Cincinnati
University of Findlay
University of Hawaii
University of Houston
University of Illinois
University of Iowa
University of Kentucky
University of Montreal
University of Pennsylvania
University of South Carolina
University of South Florida
University of Texas El Paso
University of Tulsa
University of Wisconsin Eau Claire
University of Wisconsin Whitewater
Vanderbilt University
Washington Lee University
Wesley College
West Chester University
Westfield State College
West Virginia State College
Widener University
Wilmington College

Coach's Office Press

To read previously published articles on Coach's Office, visit
www.coachsoffice.com/co_news.htm

Coach's Office Brochures and Marketing Collateral

For brochures and other marketing collateral about Coach's Office, visit
www.coachsoffice.com/co_download.htm#Coach's%20Office%20Brochure

Media Interviews

To arrange an interview with Stan Webber and any of the coaches that use Coach's Office, please contact:

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To read comments from coaches who use Coach's Office, visit
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