

2004

### 2004 Media Guide

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GEORGE FOX UNIVERSITY

# Cross Country



**2004**

GEORGE FOX  
BRUINS  
CROSS COUNTRY  
GUIDE



# Coach Cook

*Wes Cook has twice been named National Coach of the Year*

Wes Cook enters his 18th season as head coach of the George Fox University cross country and track programs. Each program has been a small-college national power under his leadership. All have recorded top-10 national finishes. In 1992, following the men's fifth-place and women's second-place national finishes, *Cross Country Express* magazine named his cross country program best in the nation at the National Association of Intercollegiate Athletics (NAIA) level. In George Fox's final year in the National Christian College Athletic Association (NCCAA), his women's cross country team won the 1988 national title with a record-low score of 19.

Cook has been named National Coach of the Year at the NAIA and NCCAA levels. At the district and conference level, he has been named Coach of the Year 12 times,

at least once in each sport he coaches. His most recent was in 2000, when the women's track and field team won the conference championship.

Cook's athletes have won 87 NAIA or NCAA All-America awards and 76 NAIA or NCAA Academic All-America awards.

A Nebraska native, Cook rose to the rank of Eagle in the Boy Scouts of America before becoming a four-time conference track scorer at the University of Northern Colorado. He set the UNC record in the 800 meters and helped the mile relay team to four consecutive conference titles. He was the national winner of the Holmes Award, given to the most outstanding senior in Alpha Kappa Lambda, a national collegiate fraternity. In 1961, he graduated from UNC with a degree in physical education and history. He earned a master of arts in teaching degree at Lewis & Clark

College in 1975.

Cook served 26 years as a head coach at five high schools in three states. In 15 years at Gladstone (Ore.) High School, his track and cross country teams finished as state champion or runner-up 10 times. His boys' cross country team went undefeated for 51 straight dual meets, and he was named Oregon 2A (now 3A) High School Coach of the Year for all sports three times. In 1983, his son Toby set the Oregon 3A state record in the 1,500-meter race.

A member of the United States Track Coaches Association, Cook has served as president of the Oregon Track and Cross Country Coaches Association and the Oregon Association of The Athletics Congress (now U.S. Track and Field). Active in Fellowship of Christian Athletes and summer track and basketball camps, he has led four international tour teams and traveled to 15 countries. A frequent speaker at national clinics and seminars, he has also authored articles in various state and national publications.

Cook lives in Dundee, Ore., and has three adult children: Tammy, Toby, and Brad.



CROSS  
COUNTRY  
WINNING  
TRADITION 2004



1992

NAIA All-American  
(13th) Jon Wright

- ▶ *John Mantalas ('00) and Brandon Workman ('01) ran on the team that won the 198-mile Hood-to-Coast Relay in 2003 and 2004.*

*13-time All-American, NCCAA national champion, and NAIA national runner-up Jill (Jamison) Beals (1988-92) won the 1992 Seattle Marathon and was named to the NAIA National Hall of Fame.*



1988



1992

NAIA  
All-American  
(19th) Jon  
Morse

▶ *George Fox cross country has had 18 All-Americans and 36 Academic All-Americans at the NCCAA, NAIA, and NCAA levels.*

1994



*NAIA All-American (25th) Erik Gibson*

▶ *The George Fox men's team has finished first or second in its district or conference eight times since 1989.*

▶ *Cross Country Express magazine named George Fox the top NAIA cross country program in the nation in 1992 after the men finished fifth and the women second in the nation. (George Fox is now a member of the NCAA)*

*NAIA All-American (23rd) Stephanie (Rosen) Morrow*



1994

1995



*NAIA All-American (7th) Dawn (Hartwig) Smith*



# Principles of the Program

by Coach Wes Cook

I believe very strongly in the importance of three key aspects of our Runnin' Bruin program: **(1)** Positive Mental Attitude (PMA); **(2)** Goal awareness and goal setting; **(3)** Fun/enjoyment!

**(1) PMA** | It is virtually impossible for a distance runner to reach goals or maintain any consistency with just physical preparation. I believe this one phase, more than any other, has been responsible for our prolonged success. Interestingly enough, the Bible speaks often, and inspirationally, to the runner. The Bible has been a constant resource in our quest for PMA material. One of the greatest lessons to be learned in athletics is that of self-assessment and self-inventory. Identifying individual strengths and learning to rely on them, while at the same time identifying weaknesses and constantly working to improve them, is a significant part of building the road to success. The coach needs to ensure that there is a constant reinforcement and athlete awareness of their strongest traits. Many coaches and athletes place too much emphasis on the weaknesses and trying too hard to overcome them while allowing the pluses to gradually slip away or become

forgotten in the pursuit of improvement and perfection.

**(2) Goal Setting** | is paramount. It is one of the great carryover benefits in life to be gained from one's distance running experiences. In any great plan there must be some short-term goals and the opportunity to identify success along the way or the overall goal becomes unattainable "pie in the sky." Too often, lofty goals and expectations are set with no identification of intermediate indicators of success, an important source of motivation to sustain desire and a sense of purpose for that great trek. If a school, state, national, or world record is the only target - and nothing short of that is acceptable - the athlete's experience has a greater tendency to lack success. The concept of success needs to be identified. Every new PR (personal record) is a major achievement, and no matter how finite, we recognize and reward the accomplishment. (It's amazing how important something as inexpensive as a Gummy Bear can become).

**(3) Fun** | is a nebulous term. It means different things to different people. For the distance runner, fun may not be the most accurate

description of much of what he/she has to go through. Certainly, feeling good about oneself, enjoying those around you, and enjoying what is going on are key contributors to "enjoyment." It is also important to assure the runners that what is being done is purposeful, as they strive to reach their goals. If and when running becomes a tedious or not-enjoyable activity, reevaluation is needed. Many coaches and athletes become obsessed with times, records, and winning. This obsession allows for little or no satisfaction in anything short of the ultimate goal. That's a shame! A lot of little successes are more important than one big success, which may be extremely difficult to attain.

Another of our concepts is that running should be a "minor" part of life. It should be just another opportunity for the student-athlete to find out how to be a better person. It shouldn't become an obsession. The ability to compete, and to compete at a top level, is fleeting and short-lived at best. Runners need to be encouraged to ask, "What is there after running?" We want to take advantage of the opportunities we have, and we want to be the best we can be, but we try to keep the bigger picture in perspective.



# Excellence in Academics and Athletics

*The Northwest Conference and NCAA Division III Experience*

## National Collegiate Athletic Association Division III

Colleges and universities in the National Collegiate Athletic Association (NCAA) Division III place their highest priority on the overall quality of the educational experience and on the successful completion of all students' academic programs. Division III institutions seek to establish and maintain an environment in which a student-athlete's athletic activities are conducted as an integral part of the student-athlete's educational experience.



Division III consists of more than 400 institutions, making it the largest division in the NCAA. All Division III institutions award no athletically related financial aid to any students. Division III sponsors 13 national championships in men's sports, 14 in women's, and eight national collegiate championships that are combined with other divisions.

George Fox University has been a member of the NCAA since 1995 when — along with the other institutions in the Northwest Conference — it elected to transfer its membership from the National Association of Intercollegiate Athletics (NAIA).



## The Northwest Conference

The nine colleges and universities in the Northwest Conference are known for their academics and athletics.

The conference is building a reputation as one of the most competitive NCAA Division III alliances in the country. In the academic arena, every Northwest Conference institution has been ranked by *U.S. News and World Report* as a top-tier school in its category.

Formed in 1926, the conference is one of the oldest athletic alliances in the western United

States. Its nine members are all private colleges or universities located in Oregon or Washington.

George Fox left the Cascade Collegiate Conference to join the Northwest Conference in 1995, shortly before the Northwest Conference shifted national affiliation from the NAIA to the NCAA. Leaving behind years of success at the NAIA level, the conference embraced the move as one that would foster equity, sportsmanship, and genuine concern for the student-athlete in all endeavors of competition.



- George Fox University**, Newberg, Ore.
- Lewis & Clark College**, Portland, Ore.
- Linfield College**, McMinnville, Ore.
- Pacific University**, Forest Grove, Ore.
- Pacific Lutheran University**, Tacoma, Wash.
- University of Puget Sound**, Tacoma, Wash.
- Whitman College**, Walla Walla, Wash.
- Whitworth College**, Spokane, Wash.
- Willamette University**, Salem, Ore.



# George Fox University

*A matter of mind and spirit*

George Fox University is a Christian university of the liberal arts, sciences, and professional studies ranked by *U.S. News & World Report* as a “Best Value” and as a top-tier master’s university in the West. More than 2,900



students—including 1,500 traditional undergraduates—attend classes at the Newberg campus and at teaching sites in Oregon and Idaho. The George Fox faculty includes a former U.S. Senator, the 2000 Oregon Professor of the Year, and three Fulbright Scholars.

George Fox offers unique programs. Every incoming freshman is provided a laptop computer to use and keep upon graduation. Students also can take advantage of the university’s study-abroad program. George Fox pays transportation costs for a three-week

overseas study tour led by professors. Past trips have gone to every continent but Antarctica.

George Fox University was established in 1885 by Quaker settlers as Friends Pacific Academy. Herbert Hoover, the 31st president of the United States, attended the academy

before it became a college in 1891. The George Fox name honors the founder of the Friends (Quaker) church.

George Fox offers bachelor’s degrees in more than 30 majors, degree-completion programs for working adults, a seminary, and 14 master’s and doctoral degrees.







## INTERCOLLEGIATE ATHLETICS

are an important part of George Fox University, home to one of the Northwest's most successful small-college sports programs. Winning programs, of course, are accompanied by a proper balance between academics and athletics. At George Fox University, student-athletes compete for conference and national titles at a Christ-centered university where professors and coaches help them grow in mind, body, and spirit. Intercollegiate athletics competition provides for practical application of what is learned in the classroom and at practice.



**THE UNIVERSITY** fields teams in 13 varsity sports, seven for women (volleyball, soccer, cross country, basketball, softball, tennis, and track and field) and six for men (soccer, cross country, basketball, baseball, tennis, and track and field). More than 15 percent of George Fox's traditional undergraduate students participate in these sports. Their records over the years serve as shining testimonies to the administration's conviction that an institution can play for the glory of God, follow the rules and ethics of its governing organizations, and be successful on the fields and courts of competition at the same time.

At George Fox, the values of athletics are integrated with the goals of Christian higher education in a process that includes:

- Physical conditioning
- Managing emotions
- Courage
- Teamwork
- Cooperation
- Graciousness in winning and losing



Consider the growing legacy:

- George Fox has earned district or conference titles 15 times during the last decade.
- George Fox athletes have earned more than 300 All-America and All-America Scholar-Athlete honors.
- Seven of the 11 coaches on staff have been named Coach of the Year at various levels a total of 35 times.
- George Fox coaches have held their positions for an average of nine years, and together have accumulated more than 1,300 collegiate wins.