

## CASE STUDY

### OVERVIEW

Founded in 1999, Rugby Oregon is a State Rugby Organization (SRO) overseeing youth and high school rugby in Oregon and southwestern Washington. Rugby Oregon is a member of USA Rugby, the national governing body for the sport of rugby in America, and Full Sport Member of the United States Olympic Committee (USOC) and the International Rugby Board (IRB).

Rugby Oregon is charged with developing the youth and high school game and has more than 1,600 active members. Rugby Oregon oversees high school and middle school all-star teams, youth non-contact and contact leagues, high school contact 7's and 15's leagues, a high school leadership academy, as well as specialty and summer camps.

### CHALLENGE

As Rugby Oregon grew to 1,600 members, access to elite player training and coach education became increasingly important to elevating play across the state. To give players the best chance to excel along the rugby pathway, the organization focused on player training and giving coaches—some of whom had no playing experience—a chance to develop and grow.

Ultimately, Rugby Oregon wanted to provide access to high-level coaching to spur new ideas, increase creativity, and push coaches out of their comfort zone so they would develop players in the best way possible. Moreover, they wanted to do so while maintaining their strong, positive culture.

### SOLUTION

To accomplish their goal of accelerating development in all facets of the game, Rugby Oregon hired Atavus to run player training camps as well as coach education camps.

Atavus developed curriculum and scheduled camps to meet Rugby Oregon's specific needs. Across two weekends, players and coaches worked on best practices that flowed across sessions, building comfort and understanding around core concepts.



### HIGHLIGHTS

- Rugby Oregon hired Atavus to run player and coach education camps
- Seven elite coaches presented across four camps
- Atavus developed curriculum to meet Rugby Oregon's specific needs

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### SOLUTION CONTINUED

Additionally, Atavus applied significant star power and expertise, delivering coaching from USA Eagles players Danny Barrett and Megan Bonny, USA National 7's coach Chris Brown, Major League Rugby and former international players Roland Suniula, Shalom Suniula, and William Rasileka, and former USA Eagles player and coach Emilie Bydwell.

**“EVERYONE LOVED HOW ACCESSIBLE THE COACHES WERE. ATAVUS DIDN'T PREACH. OUR SESSIONS WERE COLLABORATIVE AND INTERACTIVE DISCUSSIONS THAT CREATED A PLATFORM FOR UNDERSTANDING.”**

- Jenn Heinrich,  
President / CEO of Oregon Rugby



**Danny Barrett**  
USA Eagles  
Player



**Megan Bonny**  
USA Eagles  
Player



**Chris Brown**  
USA National 7s  
Coach



**Roland Suniula**  
Major League Rugby  
Player



**Shalom Suniula**  
Major League Rugby  
Player



**William Rasileka**  
Major League Rugby  
Player



**Emilie Bydwell**  
Former USA Eagles  
Player / Coach

### RESULTS

Oregon Rugby's Powered by Atavus camps were well attended, and coaches and players stayed focused throughout the multi-day events. The camps gave Oregon coaches a chance to interact with the Atavus team, working as a group to answer questions and explain details in technique.

“Everyone loved how accessible the coaches were. Atavus didn't preach,” said Jenn Heinrich, President / CEO of Oregon Rugby. “Our sessions were collaborative and interactive discussions that created a platform for understanding.”

Camps for players were similarly well received. Atavus designed training sessions that not only focused on principles of play, but also worked to develop adaptability in players.

Heinrich was also pleased that Atavus understood Rugby Oregon's membership. “Atavus worked hard to ensure that we had coaches in place that met our needs,” said Heinrich. “We have both boys and girls attending camps. Having Emilie Bydwell and Megan Bonny there as strong role models for the girls was important.”

The success of early camps has Oregon Rugby's leadership eager for more. The SRO is already planning more camps, as well as webinars that will help spread exposure to new ideas during the spring season, when coaches are less likely to travel.