

The Friends of Concord-Carlisle High School Swimming and Diving  
invite athletes, coaches and parents to:

Nationally-Renown Sports Psychologist

**Dr. Alan Goldberg**

presenting

# "The Athlete and Mental Toughness"

Sunday, September 23, 2007

CCHS Auditorium

495 Walden Street, Concord, MA

Two presentations:

1:00 p.m. *"Racing Your Fastest When it Counts the Most:  
Mental Toughness for Peak Performance"* for  
endurance sport athletes including swimmers and triathletes

3:00 p.m. *"Developing Mental Toughness"*  
for athletes in any team sport

Admission \$10 per presentation. Tickets available at the  
door half hour before presentations - seating is limited.

Proceeds to benefit the Friend's fundraising drive for an electronic timing system  
for the Beede Swim and Fitness Center

A nationally-known sports psychologist, Dr. Goldberg helps athletes overcome fears &  
blocks, snap out of slumps, and perform to their potential. He is recognized for his  
ability to take the subjects of sports psychology and peak performance and present  
them in a humorous, practical and easy-to-understand manner.

For more information, contact the Friends of CCHS Swim & Dive at

[cchs.fosd.org@verizon.net](mailto:cchs.fosd.org@verizon.net)

Please visit our website at <http://cchsfosd.org/>