

Peter Jacobson
11 Jackson Ave, Unit 4
Scarsdale, NY 10583

June 29, 2022

Mr. Mike Urtz, Director of Athletics
Park Center
SUNY Cortland
P.O. Box 2000
Cortland, NY 13045

Dear Mr. Urtz:

When I read online that SUNY Cortland was searching for the next leader of their wrestling program, I immediately recognized what a unique and special opportunity this presented. As the premier public university wrestling program in the state of New York that offers both strong athletic support as well as a host of majors particularly appealing for prospective student-athletes, Cortland Wrestling has the potential to continue building and evolving into something really special.

My dynamic collection of work and life experiences, both in and out of wrestling, have uniquely prepared me for this position with a deep and varied perspective and “outside-the-box” thinking to meet the challenges and opportunities Cortland Wrestling faces moving forward. **I have painstakingly and intentionally spent the last twenty years of my life preparing for this transition to college coaching once I finished my “other” career with the New York City Fire Department.**

As a high school wrestling coach for the last 20 years, I deeply understand **the underlying psychology of recruitment and retention.** As a coach who does not even work in the school as a teacher, we've been able to build our program from eight student-athletes to over 95 student-athletes at all levels by showcasing to students and their parents a strong, positive culture of inclusivity and high-performance that transcends wrestling and transfers over to their academics and other endeavors as well -- all at a small public high school without a rich wrestling tradition, and often while overcoming many negative stereotypes or perceptions of the sport. **We use wrestling as a vehicle to prepare our student-athletes for all the challenges of life and we do a great job selling that vision. In the past few years we've matriculated student-athletes into the programs at Harvard, Princeton, Columbia, NYU, Johns Hopkins and the University of Virginia, amongst others.**

As a New York City firefighter for over 20 years, I have lived in **a culture of teamwork, sacrifice for a greater cause, and service to others** for my entire professional life. In a very real way, I understand how to **“get the job done” no matter what, taking ownership of my efforts and holding others accountable in a high-stakes, high-performance environment.**

With essentially two full-time jobs over the past twenty years, I'm no stranger to the amount of time and effort required to build something lasting and special. But these experiences have also given me the **strategic perspective to identify and implement the highest-leverage strategies first -- working smarter, not just harder** -- to build our program and find the life-balance to make these efforts sustainable year-after-year.

Finally, my experiences with the National Wrestling Coaches Association (NWCA), USA Wrestling (USAW) and WinSmarter, my own consulting and speaking business, have specifically prepared me to lead a collegiate wrestling program in many other ways. As both a student and now an instructor for the NWCA's Coaches CEO Leadership Academy, I'm well versed in best practices for **recruiting and retention, fundraising and development, and building a program whose student-athletes positively differentiate themselves in the classroom, on campus and in the local community.**

Through USAW's Bronze certification and Silver Coaching College, I have **high-level knowledge of wrestling strategies and tactics, peaking and periodization, high-performance sport psychology, strength and conditioning for collegiate wrestlers, and performance nutrition and weight management best practices.** Through WinSmarter I've developed systematic programs for **building mentorship, character and leadership in my student-athletes and building a student-athlete-centered culture that supports them reaching their highest potentials.**

I walk in with eyes wide open to the challenges I'll face and what it will take to overcome them. I am a professional and this is my profession. **My references (also attached), each with years of college coaching and wrestling experience, can attest to that as well.** I am fully prepared to put in the work required to build a wrestling program that you and the rest of the Cortland community can be proud of both on and off the mat. My knowledge, experience and passion are an ideal fit for the challenge and I'm eager to speak further about the position. I can be contacted at pjacobson492@gmail.com or on my mobile phone at (646) 425-8931.

Sincerely,



Peter Jacobson

P.S. You can review my online coaching portfolio here including my coaching philosophy; my vision for Cortland Wrestling; program core values & standards; and recent presentations I have given: winsmarter.com/red-dragon-wrestling

Peter Jacobson

Professional References

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