

WON

WOMEN OF THE NINERS



WON

WOMEN OF THE NINERS

TABLE OF CONTENTS

Player Feature 3
Mike McGlinchey

Get to Know Danielle York 4

Experience the Home of the 49ers Through Private Special Events 5
Cicely Nash

Coach's Corner 6
Coach Richard Hightower

WON of Us 7
Kelsey Rothrock

Community Connection 8
1st & Bowl Challenge presented by NRG

WON Pro Tips 9
Ray Wright and Jordan Mazur

November Event Recap 10
WON Trivia Night

Looking Forward 10
WON Meet the Women of the Front Office Mixer

This Month in 49ers History 11
49ers vs Bears, 1987

Mike McGlinchey, Right Tackle



Richard Hightower, Special Teams Coordinator



WON Trivia Night



PLAYER FEATURE

*Mike McGlinchey Shares the Most Influential Woman in His Life:
Watch [HERE](#).*



69

T

MIKE McGLINCHEY

6-8 || 315 || NOTRE DAME

1.12.95 || PHILADELPHIA, PA || ROOKIE || ACQUIRED D-1 IN '18

MIKE McGLINCHEY'S GOLDEN NUGGETS

McGlinchey's uncle, John Loughery, played QB at Boston College (1979-82) as did his cousin, Matt Ryan (2004-07). Ryan currently plays for the Atlanta Falcons and earned 2016 NFL MVP honors under current 49ers head coach Kyle Shanahan, who was Ryan's offensive coordinator.

Despite being roughly six foot, eight inches tall, McGlinchey doesn't know where his large frame came from. Said McGlinchey jokingly, "My dad is about five foot, eleven inches. My mom is five foot, eight inches. So, it must have been a genetic mutation."

GET TO KNOW DANIELLE YORK

Empowering youth through education is the cornerstone mission of the San Francisco 49ers and the DeBartolo-York family. Co-Chairs Denise and John have made it their mission to provide unique and quality education opportunities to as many Bay Area children as possible through the 49ers Foundation and its education initiatives. Their son, Jed, currently serves as CEO of the 49ers and he continues to carry on his family's legacy through leadership and encouragement of the aforementioned initiatives. His wife, Danielle, is a major contributor to the 49ers Foundation, 49ers EDU, and 49ers Academy.

A former teacher, Danielle is passionate about the power of education. "I was motivated and inspired every single time I saw the moment that a concept would click for my students," she said. "I would be lying if I said I didn't think I have a natural talent for explaining those very concepts in a way that made it easy for them to understand. I think that's one of the secrets to being a good teacher."

Levi's® Stadium is currently home to four classrooms where 49ers EDU reaches 60,000 students, teachers, and parents every year to teach STEAM (Science, Technology, Art, Technology and Math) concepts through the science of football. 49ers EDU places an emphasis on welcoming students from Title I public schools. The children educated at these schools typically come from low-income backgrounds. Danielle herself taught at a Title I school, Martin Luther King Jr. Middle School in San Francisco, California. This gifted her and the 49ers with a particularly helpful perspective as the 49ers Museum and classrooms were being created.



"It was difficult enough in a Title I public school to just find transportation to places like museums, let alone produce a meaningful, contextual experience for my students," she said. "I thought the building of the 49ers Museum would be a great opportunity to create 49ers themed STEAM and standards-based curriculum for teachers. I also felt it was important for this unique experience to be offered first to underserved communities like the school I taught in and provide transportation to make the visit seamless."

Danielle understands that STEAM education is paramount to developing our youth into "competitive, critically thinking, creative innovators." Her only hope for change within the education platform is that an interpersonal communication and cultural aspect be added to the STEAM program, to encourage students to become even more well-rounded and prepared for the future.

49ers EDU has provided the unique opportunity for learning through 49ers football to over 210,000 participants in its four years of operation. Danielle states that her favorite part of being a teacher was "building and participating in a community of learners year after year and establishing meaningful relationships with them." While she does not teach anymore, Danielle continues to work with 49ers EDU and the 49ers Foundation where she undoubtedly still has a major impact on a unique community of learners.

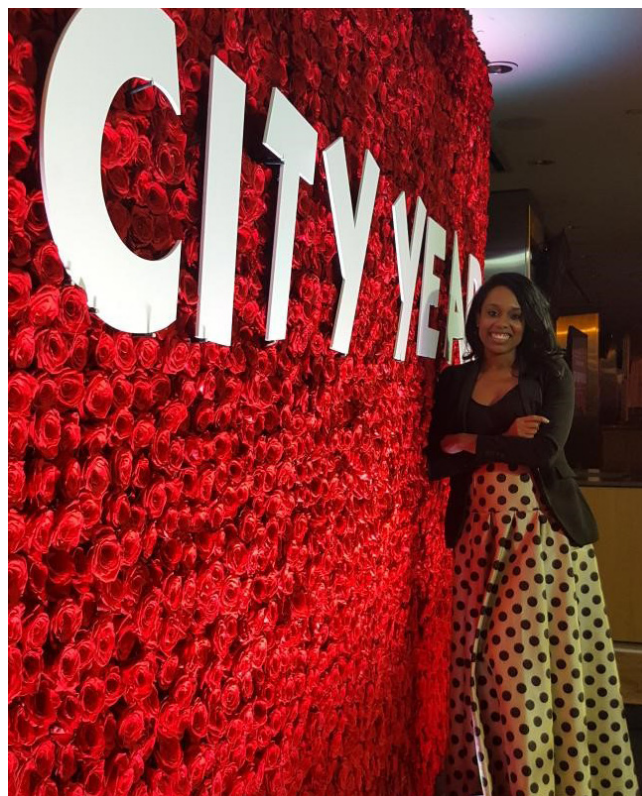
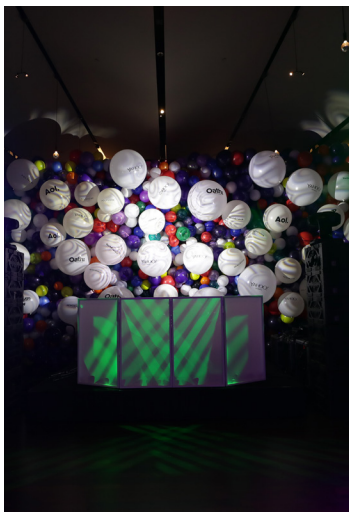
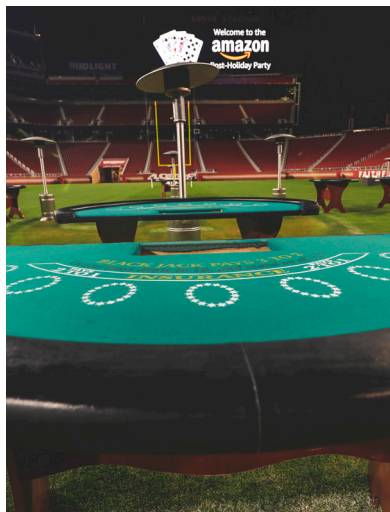
I thought the building of the 49ers Museum would be a great opportunity to create 49ers themed STEAM and standards-based curriculum for teachers.

EXPERIENCE THE HOME OF THE 49ERS THROUGH PRIVATE SPECIAL EVENTS

Cicely Nash, Event Manager, College Football Properties & Catered Events

Most 49ers Faithful experience Levi's® Stadium watching a football game filled with roaring excitement but some also see Levi's® Stadium transformed for special private events. Event managers plan and execute special events for not only the team, and you, our WON members, but also for college sports events, concerts, companies, and individuals.

At the stadium, we offer full service event management including: development of event décor themes, audio & visual designs, publishing event layouts with stadium operations, collaborating and designing menus with the venue caterer, direction of entertainment production, budget forecasting, and post event analysis. We hope to offer a unique event experience, thinking outside the ballroom when our guests enter the building.



The experience that we offer allows my typical day to never be the same. The event industry consists of developing a strategic plan for events but there is always something that not does not occur according to schedule. Event Managers must have the ability to manage stressful moments and troubleshoot behind the scene to ensure guests have a first class experience. I can truly say that I love what I do because it combines my love for sports and passion for events.

I have been blessed to see literally thousands of 49ers fans and other guests that have never been to our stadium leave their events with amazement.

The best part of my job and the continuing motivator for all events are seeing our guests experience something unique that they would have never expected at a football stadium. I hope every event turns guests who may not be familiar with our stadium into a member of the Faithful or welcoming a fan back to the stadium and still experience greatness!

COACH'S CORNER

This month's "Coach's Corner" comes from Special Teams Coordinator, Richard Hightower.

What do the new kickoff rules mean and how does an NFL team adjust?

I think the league has done a great job getting the coaches and the owners together to make the play safer. The first thing the new rules mean, is the play is safer. From a schematic standpoint, you have eight guys inside a setup zone. So, really it leaves less bodies on the back end, where there have been bigger players in the past like wedges. There are no wedges anymore and that means smaller players are back there now. That's what I'm seeing on tape. You also don't have the full speed collisions, which reduces the speed and impact of the play. So, it's safer and it's actually been a lot more exciting to coach and to watch. I think the rules really help the game. I've got three kids and now they've seen the rules and the changes to make the game safer.

What next major change would you like to see regarding the special team's phases of the game?

"The next major change, I hope, is including more Pro Bowl players on special teams. Right now, only one gets to go and usually on most football teams you have two to four guys, sometimes even more than that, who are your 'go to' special teams guys. That's not so much a phase of the game, but I'd like to see more Pro Bowlers so it resembles more of a team. That would be cool. That would be a major change."



Have a question for the 49ers coaches or football operations staff? Submit them [HERE](#). Each month we will choose at least one question to be answered in the WON Digital Magazine.

Can you outline the different roles and skillsets you look for on kickoff coverage?

"For kickoff coverage, we have three main things that we like to talk about. You want a player with speed. You want a player with physicality and you want a player with finish. We want to try to get the ball carrier on the ground. Like I mentioned earlier, in terms of the game being safer with smaller special teams players, it allows for more speed."

What is more important for a punt: hang time or distance?

"Really, those two things are equally important to us. You can have a great hang time on a punt, but if it's really short then you're not flipping the field for the defense. On the other side, you can have a ball that's hit really far, but it doesn't have good hang time, so your coverage doesn't have time to get down there. So, to me those are equally important. Say you have a 45-yard punt, you'd like to see a 4.5 second hang time. If you have a 46-yard punt, you'd like a 4.6 hang time. That gives you enough time to get down there. Location is important on that too. That's the hanging and distance ratio you'd like and then the location of the punt, the direction, helps those things."

Who are your coaching mentors and why?

"[Former Detroit Lions Special Teams Coach] Joe Marciano and [Pittsburgh Steelers Special Teams Coach] Danny Smith. Those are the first two coaches that I worked with and they were both 20-plus and 30-plus year vets, so when I got into the NFL I really got a chance to learn from men who had a lot of experience. I owe everything to them in terms of learning how to see the game, learning how to breakdown tape, learning about personnel and what to look for in each position that can help you in each phase of the game. Those guys are also really good people. I still talk to them. They are special people to me."



WON OF US: KELSEY ROTHROCK

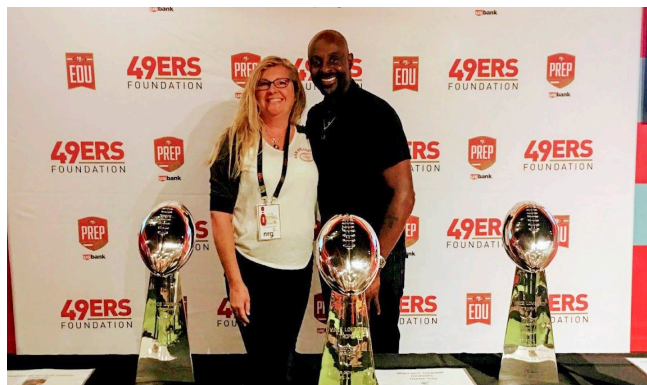
A 49ers Faithful from before the Super Bowl years. For Rothrock, from watching games with her dad to sharing the Red and Gold with her daughter, being a 49ers fan has always been a family endeavor.

Faithful Since (when did you become a 49ers fan?)

I grew up watching the 49ers every Sunday with my dad. My dad and I would go for a bike ride in the morning, if time allowed, but then once the game was on, all attention was on that game. I have memories of sitting with my dad on the couch as I got older and watching the game with him, and trying to follow what was going on. My dad would share some of his stories of watching the 49ers play at Kezar. In high school, my friends and I started to really watch the 49ers every week and we would talk about the plays and the weekly outcome and of course what we would have done differently if we were the coach! So, with all of this, I would say that I have truly been Faithful since 1980. Even though that first year wasn't stellar, the following years were certainly a fantastic ride! I grew to truly love and respect the 49ers as I continued to learn about both the game of football as well as the 49ers organization. While we have had ebb and flow years, I have been faithful throughout and cannot imagine anything but being a 49ers fan!

What do you love about WON?

I love the opportunities and monthly events that WON offers. How great is it to get together with other football loving females? One of the highlights this season was the opportunity to listen to Coach Katie speak after a training camp practice. How truly inspirational for all women, but especially young women who are looking towards their futures. My teenage daughter was with me that day and loved the message that Coach Katie was promoting, that girls can do whatever they put their minds to with hard work and determination! Thanks to WON for celebrating women and football!



Kelsey Rothrock meets Jerry Rice at 49ers Foundation event



Kelsey Rothrock's daughter, Maria, meets 49ers alumni Dennis Brown

Was there one inspirational moment in team history that confirmed your 49ers fandom?

Wow, there have been several moments that just help reconfirm for me, that the 49ers are a class organization and that I am supporting an amazing team. Years ago I would head up to Rocklin to watch training camp. So many of the players would come over to the bleachers to talk and sign autographs. Many times players would just sit down and join in on conversations. Jerry Rice did this one time and it was just amazing. Most every player I have ever met has been the most gracious and I think that starts with the organization, and that to me is inspirational.

I would say a more recent inspirational moment was the last game at Candlestick Park, on December 23rd, 2013, The Pick at the Stick. I was fortunate enough to take my husband to that last game at Candlestick Park. From the moment we arrived at Candlestick Park, the energy was amazing. From the tailgates to the final seconds of the game, the whole electricity of the night was just amplified when NaVorro Bowman made that interception. Ahh the magic of Candlestick. Even though it was the last 49ers home game to be played there, and there was a definite tinge of sadness around the night, with that pick, you came away knowing that there is always hope and that anything can happen at any given time.

What 49ers traditions or superstitions do you/your family have?

A tradition I have is to always wear my 49ers gear anytime the 49ers are playing. This goes back to my very roots of being a 49ers Faithful. You will find me in gold and red on game days!

WON OF US: KELSEY ROTHROCK

What impact has the 49ers had on your life?

I feel that the 49ers have impacted my life greatly and in such positive ways! Through the 49ers, I was able to have a deeper relationship with my dad before he passed. As I found my love for the team, he and I were able to share in conversations about the team and football in general. I was even lucky enough to be able to take him to several 49ers games at Candlestick Park. My teaching partner is also a diehard 49ers fan. Our bond is strengthened because of our shared commitment and love of the 49ers. We both adore all of our time spent supporting our team, and our students have definitely learned a lot about football and the team through our field trips to the stadium and as well as our many conversations and experiences. I have also had a lot of opportunities to meet many wonderful people. Because of the 49ers I have been able to meet many players, both current and former, to hear about their life stories of hard work, hope and inspiration. I have had the opportunity to meet 49ers fans from around the world. I have also been able to spend time with other women who love the game of football as much as I do! Yoga on the field anyone?!

I also take great joy in being able to share my love of 49ers football with my daughter, I truly appreciate that she has had the opportunity to hear from people about what it takes to be successful and that she can do anything she puts her mind to. A pretty powerful message for a young women to hear, and something that I believe the 49ers have always stood for. Put the work in and results will follow, make that commitment to succeed and you will. Thank You to the 49ers for inspiring in ways that you would could never imagine!

If you know a WON Member that you think should be featured, you can let us know [HERE](#).



Kelsey Rothrock at WON Health & Wellness Fair

COMMUNITY CONNECTION

Each month learn how the 49ers organization makes an impact off the field through hands-on service projects, outreach to those who serve our communities, and creating uplifting experiences for those who need hope the most.

1st & Bowl Challenge presented by NRG

The inaugural 1st & Bowl Challenge presented by NRG benefited the 49ers Foundation. 49ers players' and their commitment to community involvement made for a friendly competition of bowling and philanthropy.

The event paired teams of six donors with a current and former 49ers player in a contest for the highest collective score. Additionally, spectators were given the opportunity to enjoy the event, mingle with 49ers legends, and take pictures with the Super Bowl Trophies. The highlight of the night was that the 49ers Foundation was able to raise \$50,000 to further its mission to harness football to educate and empower Bay Area youth.

To learn more about the 49ers Foundation and their upcoming events, visit 49ers.com/Foundation.



WON PRO TIPS

Health and wellness information from the men and women who keep 49ers professional athletes at peak performance.

Jordan Mazur at Levi's® Stadium



NAVIGATING HOLIDAY PARTIES TO KEEP EATING HEALTHY WHILE ENJOYING FESTIVITIES

“In preparation for a big holiday party or feast, do not skip meals throughout the day as this may result in overeating. It is especially important to have breakfast. Research shows that those who eat this important morning meal tend to consume fewer calories throughout the day. Include lots of fiber in your diet by eating fruits, vegetables and whole grains. Fiber-rich foods are high in volume and will satisfy hunger, but are lower in calories.

“Using a smaller plate allows you to put less food on your plate and encourages proper portion sizes. Also, start by filling your plate with vegetables and salad before going to the entrées and desserts. Eating a salad before your meal can help you eat fewer calories overall. Eat slowly and enjoy every bite. As I mentioned in previous editions, wait 20 minutes before you go back for seconds to see if you really are still hungry.”

“Get some physical activity. This is a great time to go for a walk and catch up with family members, or play catch or a game of basketball with the family.”

Jordan Mazur
Coordinator of Nutrition

WHY SHOULD I LIFT WEIGHTS?

Here are the facts: All human beings have the potential to add or subtract muscle or fat from their bodies but that is about it as far as the similarities go between fat burning and muscle building.

Proper weight training is more important than doing cardio! When you lift weights properly, you do micro damage to your tissue. The body must heal this tissue while you sleep. During this healing process, your body heats itself up to repair the tissue that was damaged during the workout. This process alone burns more calories than a 30 minute walk or jog. So, depending on the micro damage done to the body during a proper weight lifting session, one can burn a tremendous number of calories during the tissue healing process while sleeping. The rebuilt tissue will be leaner and stronger after it is healed.

Women, in particular, stand to benefit more so from proper weight lifting regimens than men. Lifting weights promotes stronger bones which is particularly important for post-menopausal women as bone strength begins to decline rapidly after menopause. Blood pressure can also be lowered with a simple 45-minute workout consisting of low-to-moderate intensity weight training, 2-3 days per week.

OTHER BENEFITS OF LIFTING WEIGHTS

Become a better runner – As leg strength improves, you will run more efficiently and longer.

Less injury frequency – Stronger bones, ligaments and muscle decreases your injury risk.

A stronger core and increased range of motion in joints can improve your yoga poses.

Ray Wright
Head Strength & Conditioning



Ray Wright at 49ers practice

NOVEMBER EVENT

WON Trivia Night

An annual favorite among WON Members and their guests, November marked the return of Trivia Night! With Monday Night Football playing on the screens of Michael Mina's Bourbon Pub, attendees gathered to compete in six rounds of pub-style 49ers trivia which included the following categories: Kezar Era, Candlestick Era, Levi's® Stadium Era, Super Bowl History, Current Roster, and Memorable Moments.

Like all great competitions, WON Trivia Night included an eventful halftime. During the break from team trivia, attendees had the opportunity to earn 49ers themed prizes for correctly answering a trivia question.

At the end of six rounds, members of SC Goldrushers and The Dude took home the grand prize. Each person was awarded a ticket to 49ers vs Broncos at Levi's® Stadium on December 9. The team's MVP was also awarded an autographed DeForest Buckner jersey.

However, at WON Trivia Night, everyone is a winner! Each person in attendance not only received a complimentary drink upon arrival but also a Levi's® throwback 49ers t-shirt.



LOOKING FORWARD

We hope you will be able to join us for our next event!



WON Meet the Women of the Front Office Mixer

Tuesday, December 18

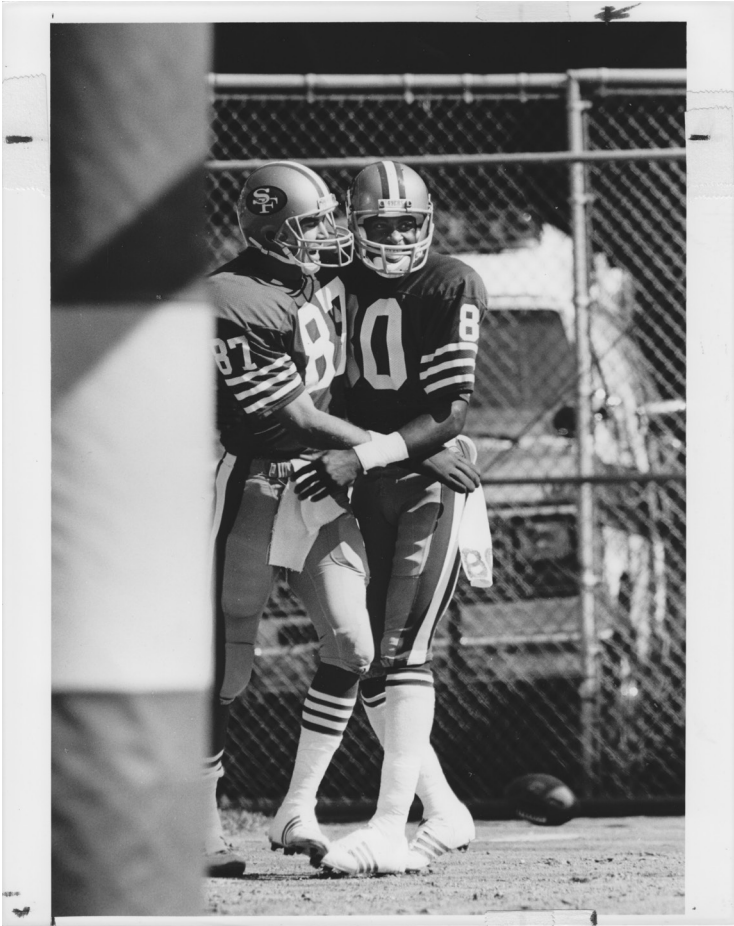
6:00 pm–8:30 pm

49ers Museum

THIS MONTH IN 49ERS HISTORY

A look at marquee moments throughout the team's rich history pulled from the 49ers Archives.

Dwight Clark & Jerry Rice



Receiver Dwight Clark hauled in the final touchdown pass of his illustrious 49ers career in a 41-0 win over the Chicago Bears at Candlestick Park. Clark's 13-yard reception was the 51st scoring catch of his eight-year NFL career, but his only touchdown reception from quarterback Steve Young. Young also connected with Jerry Rice for three scores in the game. Don Griffin, Ronnie Lott, Todd Shell, and Mike Walter each picked off a Tomczak pass.

Edited by // Beth Atlas, Manager & Curator, 49ers Museum

December 14, 1987 49ers vs. Bears



Ronnie Lott



Steve Young