

2026 TOMAH FOOTBALL HANDBOOK

DISCIPLINE



COMMITMENT

EFFORT

**ONE TEAM. ONE STANDARD.
TOMAH TIMBERWOLVES FOOTBALL**

Core Philosophy: Accountability Through Three Pillars

1. DISCIPLINE — “Do the Right Things the Right Way, Every Time.”

Discipline is the foundation of our program. It is not something we turn on for games—it is built daily through habits, consistency, and attention to detail. Disciplined teams are fundamentally sound, mentally tough, and prepared to handle adversity.

What Discipline Looks Like:

- **Execute with precision and focus**
Every drill, rep, and assignment is done with purpose. Details matter—alignment, technique, communication, and finish.
- **Be on time, prepared, and locked in**
Being early is expected. Being prepared is required. Meetings, practices, lifts, and games demand your full attention and intent.
- **Be coachable and accountable**
Accept coaching, respond to correction, and take ownership of your actions. No excuses—only solutions and improvement.
- **Represent the program with integrity on and off the field**
Your behavior in the classroom, community, and at home reflects this program. We expect discipline in how you speak, act, and carry yourself at all times.

Standard:

We do the little things right daily.

2. COMMITMENT — “Choose the Program Daily.”

Commitment is what separates average teams from great ones. It is a daily decision to invest in yourself, your teammates, and the program—even when it’s difficult, inconvenient, or uncomfortable.

What Commitment Looks Like:

- **Be present and engaged every day**
Show up consistently—not just physically, but mentally. Meetings, practices, lifts, and team events all matter.
- **Invest in year-round development**
Great players are built in the offseason. Strength training, speed work, skill development, and film study are non-negotiable for growth.
- **Put the team before yourself**
Sacrifice individual recognition for team success. Embrace your role and take pride in doing your job.

- **Support teammates and program events**
Commitment extends beyond the field—team meals, fundraisers, youth programs, and community involvement all build a stronger program.
- **Communicate and follow through**
Be reliable. If you say you're going to do something, do it. Trust is built through consistency.

Standard:

Commitment means choosing the program every day—even when it's hard, even when no one is watching.

3. EFFORT — “Maximum Effort is Non-Negotiable.”

Effort is the one thing every player can control. It requires no talent, but it defines who we are. Our identity is built on playing fast, physical, and relentless from start to finish.

What Effort Looks Like:

- **Compete in every rep with urgency and intensity**
Practice like you play. Every rep matters—there are no “throwaway” plays.
- **Play fast, physical, and relentless**
We pursue the ball, finish plays, and compete with toughness. We do not take plays off.
- **Push through adversity and fatigue**
Effort is most important when you're tired. That's when it becomes a separator.
- **Encourage and elevate teammates**
Great effort is contagious. Energy, communication, and enthusiasm raise the level of the entire team.
- **Finish everything**
Finish drills, finish plays, finish games. We are a program that plays hard from the first snap to the last whistle.

Standard:

Your effort is your choice! You don't have to be the best—just give your best.



TEAM RULES

1. PROGRAM COMPLIANCE

All players must follow:

- Tomah School District co-curricular code
- All eligibility rules set by the WIAA
- Student handbook expectations

Failure to meet eligibility or code standards will result in disciplinary action up to removal from the program.

2. CONDUCT & SPORTSMANSHIP

- Always be a champion—**on and off the field**
- Represent the program with **class, pride, and integrity**
- Show respect to teammates, coaches, officials, teachers, and opponents
- Your behavior reflects this program in:
 - School
 - Community
 - Social settings
 - Online presence

Standard: We act like Tomah Football players at all times.

3. EQUIPMENT & LOCKER ROOM STANDARDS

- No cleats in the building
- Enter and exit through designated locker room doors
- Keep all equipment clean and maintained
- Be responsible for all issued gear
- *NO PERSONAL GEAR BROUGHT ON PRACTICE FIELD*

Standard: Take pride in your equipment, locker room, and program.

4. ACADEMICS, SCHOOL, & RECOVERY

- Attend school every day

- Be on time to all classes—no exceptions
- Take responsibility for your academics:
 - Seek help from teachers, teammates, or coaches when needed
- Maintain proper sleep and recovery habits

Standard: Student comes before athlete—no school, no football.

5. PRACTICE & ATTENDANCE

- You must be in school to practice that day
- Be **early**, not on time:
 - If practice starts at 3:45/4:15 → you are ready at **3:40/4:10**
- Attendance is required for:
 - Practices
 - Games
 - Meetings
 - Team meals
- If you must miss:
 - **Communicate BEFORE** with a coach

Missed Practice Policy:

- Missed practices = reduced playing time
- 3 unexcused absences = removal from team

A. FOCUS & ATTENTION TO DETAIL

We expect players to be fully locked in from start to finish.

What this looks like:

- Eyes and attention on the coach when instruction is being given
- No talking when coaches or teammates are speaking
- Hustle between drills—no wasted time
- Understanding assignments before the rep begins

Standard:

If you're not focused, you're not getting better—and you're hurting the team.

B. COGNITIVE ENGAGEMENT (KNOW YOUR JOB)

We are not just going through the motions—we are thinking, learning, and understanding.

What this looks like:

- Know your assignment, alignment, and responsibility every rep
- Ask questions when you don't understand
- Apply corrections immediately after coaching
- Study and retain what is being taught

Standard:

Don't just do the drill—understand the drill.

C. MAXIMUM EFFORT EVERY REP

Effort is non-negotiable and defines who we are as a program.

What this looks like:

- Sprint to and from every drill
- Game-speed execution—no “half-speed” reps
- Finishing every play through the whistle
- Competing even when tired

Standard:

We practice harder than we play—so games feel easy.

D. COMPETE & PUSH EACH OTHER

Iron sharpens iron. We make each other better.

What this looks like:

- Compete in every drill and rep
- Hold teammates accountable to the standard
- Bring energy and intensity to your group
- Embrace competition, not avoid it

Standard:

We don't compete against each other—we compete for each other.

E. POSITIVE & PRODUCTIVE TEAM ENERGY

Energy is contagious—make sure yours is helping the team.

What this looks like:

- Encourage teammates between reps
- Celebrate effort, toughness, and improvement
- Communicate clearly and positively
- No negative body language, complaining, or excuses

Standard:

Energy is a choice—choose to elevate the team.

F. COACHABILITY & RESPONSE TO CORRECTION

Great players respond the right way to coaching.

What this looks like:

- Listen without interrupting
- Accept correction without attitude
- Apply feedback immediately
- Take ownership of mistakes

Standard:

Correction is not criticism—it's how you improve.

6. COMMUNITY & PROGRAM RESPONSIBILITY

- Participate in youth football support (when scheduled)
- Be involved in:
 - Youth camps
 - Community engagement
 - Program-building activities

Standard: We give back to the program that supports us.

7. FUNDRAISING EXPECTATIONS

All players and families are expected to support program fundraising:

- Varsity Card
- Concessions (parent involvement)
- Cran Fest Parking (minimum 1 shift required)

Standard: Everyone contributes to building our program.

8. ATTITUDE & EFFORT

- Bring a positive attitude every day
- Compete with urgency and intensity
- Give maximum effort in:
 - Practice
 - Games
 - Weight room
 - Team activities

Standard: Effort is non-negotiable—no excuses.

9. TEAM UNITY & TRADITIONS

- Attend all team meals (typically Thursdays or pre-game)
- Build relationships and strengthen team culture
- Be present and engaged with your teammates

Standard: We are one team—everything we do, we do together.

10. GAME DAY EXPECTATIONS

- All levels wear jerseys to school on game days
- Athletes will wear Tomah gear or colors on the bus to away games
- Represent the program with pride and professionalism
- Be locked in mentally and emotionally

Standard: Look like a team. Act like a team. Play like a team.

11. LETTERING POLICY

Lettering Criteria

An athlete must satisfy at least one of the following:

1. Participation Standard

- Participate in a **minimum of 50% of varsity games** during the season
OR
- Play a **meaningful role** in varsity competition across **multiple weeks** (offense, defense, or special teams), as determined by the coaching staff

2. Attendance Standard

- Maintain **perfect attendance** at all required team activities (practices, meetings, games)
- Any absence (excused or unexcused) must be **approved by the head coach in advance** to remain eligible under this standard

3. Program Standard

- Consistently demonstrate team expectations in:
 - Effort
 - Discipline
 - Commitment
 - Team-first behavior
- This includes fulfilling assigned roles, supporting teammates, and representing the program positively at all times

Non-Negotiables

- **Lettering decisions are made solely by the Head Coach and coaching staff. All decisions are final.**
- Meeting minimum criteria does **not automatically guarantee** a letter.
- Failure to meet program expectations may result in **denial or revocation** of a letter at any time.

12. PLAYING TIME & COMMUNICATION

If concerns arise regarding playing time:

Step 1: Player meets with position coach

Step 2: Player + Parent meet with coach (after 48-hour rule)

Step 3: Player/Parent + Coach + AD meeting

24-Hour Rule:

No discussions will take place until 48 hours after competition.

Standard: Communication is direct, respectful, and handled the right way.

DISCIPLINE & CONSEQUENCE SYSTEM

“Accountability builds discipline. Discipline builds winning programs.”

Our program is built on **Discipline, Commitment, and Effort**. When a player fails to meet these standards, there will be consistent and fair consequences. The goal is not punishment—the goal is **accountability, growth, and maintaining our standard**.

LEVELS OF ACCOUNTABILITY

1. Level 1 – Correction (Minor / First-Time Behavior)

Handled immediately by coaches during practice or team activities.

Examples:

- Lack of focus or talking during instruction
- Poor effort in drills
- Not hustling between periods
- Minor equipment or locker room issues

Consequences:

- Verbal correction
- Rep done again correctly
- Short physical accountability (finish sprint, up-downs, etc.)

Standard:

Fix it immediately. Respond the right way. Move forward.

2. Level 2 – Warning & Accountability (Repeated / Disruptive Behavior)

Examples:

- Repeated Level 1 behaviors
- Negative body language or attitude
- Not being mentally engaged
- Failure to meet practice expectations

Consequences:

- Individual meeting with coach
- Removal from drill or rep group
- Additional conditioning or accountability work
- Parent communication may begin

Standard:

When behavior repeats, accountability increases.

3. Level 3 – Team Impact (Serious or Continued Behavior)

Examples:

- Continued lack of effort or focus
- Disrespect toward teammates or coaches
- Unexcused missed practice or team activity
- Failure to meet academic or program responsibilities

Consequences:

- Reduced playing time
- Removal from portions of practice or game participation
- Required player/coach meeting
- Parent meeting required

Standard:

If it hurts the team, it affects your role on the team.

4. Level 4 – Program Violation (Major Behavior)

Examples:

- Multiple unexcused absences
- Violation of school, WIAA, or team rules
- Serious disrespect, behavior, or conduct issues
- Actions that negatively represent the program

Consequences:

- Suspension from games or team activities
- Loss of starting position or role
- Possible removal from team
- Meeting with player, parent, coach, and administration

Standard:

Protect the program. The standard is bigger than any individual.



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TOMAH TIMBERWOLVES FOOTBALL**





Sign up for important updates from C. Eswein.

Get information for **Tomah High School** right on your phone—not on handouts.

Pick a way to receive messages for **Tomah Football 2026**:

A If you have a smartphone, get push notifications.

On your iPhone or Android phone, open your web browser and go to the following link:

rmd.at/tomahfb

Follow the instructions to sign up for Remind. You'll be prompted to download the mobile app.



B If you don't have a smartphone, get text notifications.

Text the message @tomahfb to the number **81010**.

If you're having trouble with **81010**, try texting @tomahfb to (469) 804-8093.

** Standard text message rates apply.*



Don't have a mobile phone? Go to rmd.at/tomahfb on a desktop computer to sign up for email notifications.

July 2026

Tomah Football Summer Schedule
Coach Eswein 608-250-0519

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1 Three Rivers Lifting/Conditioning 6-7:30am or 7:30-9:00am	2 Three Rivers Lifting/Conditioning 6-7:30am or 7:30-9:00am	3	4
5	6 Three Rivers Lifting/Conditioning 6-7:30am or 7:30-9:00am	7 Three Rivers Lifting/Conditioning 6-7:30am or 7:30-9:00am	8 Three Rivers Lifting/Conditioning 6-7:30am or 7:30-9:00am <i>Open Field Skill Work (Skill positions) 5:00-6:00pm</i>	9 Three Rivers Lifting/Conditioning 6-7:30am or 7:30-9:00am	10	11
12 Team 7 on 7 5:30-7:00pm	13 Three Rivers Lifting/Conditioning 6-7:30am or 7:30-9:00am <i>Open Field Skill Work (Skill positions) 6:00-7:00pm</i>	14 Three Rivers Lifting/Conditioning 6-7:30am or 7:30-9:00am	15 Three Rivers Lifting/Conditioning 6-7:30am or 7:30-9:00am	16 Three Rivers Lifting/Conditioning 6-7:30am or 7:30-9:00am	17	18
19 Team 7 on 7 5:30-7:00pm	20 Three Rivers Lifting/Conditioning 6-7:30am or 7:30-9:00am <u>2026 Football Camp 4:15-7:15pm</u>	21 Three Rivers Lifting/Conditioning 6-7:30am or 7:30-9:00am <u>2026 Football Camp 4:15-7:15pm</u>	22 Three Rivers Lifting/Conditioning 6-7:30am or 7:30-9:00am <u>2026 Football Camp 4:15-7:15pm</u>	23 Three Rivers Lifting/Conditioning 6-7:30am or 7:30-9:00am	24	25
26	27 Three Rivers Lifting/Conditioning 6-7:30am or 7:30-9:00am	28 Three Rivers Lifting/Conditioning 6-7:30am or 7:30-9:00am	29 Three Rivers Lifting/Conditioning 6-7:30am or 7:30-9:00am	30 Three Rivers Lifting/Conditioning 6-7:30am or 7:30-9:00am	31	

August 2026

Tomah Football Summer Schedule
Coach Eswein 608-250-0519

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3 Three Rivers Lifting/Conditioning 6-7:30am or 7:30-9:00am	4 Practice 9-12 th 7:30am-10:30am <i>Meet in Main Gym team lift/fundraiser equipment/lockers/ Position meetings</i> Practice 9-12 th 4:15pm-7:15pm <i>Meet @ Practice Field</i>	5 Practice 9-12 th 4:15pm-7:15pm <i>Meet @ Practice Field</i>	6 Practice 9-12 th 7:30am-9:30am <i>Meet in Main Gym</i> Practice 9-12 th 4:15pm-7:15pm <i>Meet @ Practice Field</i>	7 Practice 9-12 th 4:15pm-7:15pm <i>Meet @ Practice Field</i>	8 Practice 10-12 th 8:00am-10:30am
9	10 Practice 9-12 th 8:00am-10:30am <i>Practice 9-12th 4:30pm-7:30pm Fundraiser Blitz</i>	11 Practice 9-12 th 4:15pm-7:15pm	12 Practice 9-12 th 4:15pm-7:15pm	13 10 th -12 th Pictures 3:45pm 9 th Pictures 4:15pm Practice 9-12 th 4:15pm-7:15pm	14 JV/VAR 10:00am <i>Scrimmage @ Chippewa Falls HS</i> 9 th Practice 3:45pm-5pm	15
16	17 Practice 9-12 th 3:45pm-5:45pm	18 Practice 9-12 th 3:45pm-5:45pm	19 Practice 9-12 th 3:45pm-5:45pm	20 Practice 9-12 th 3:45pm-5:45pm	21 VAR Game 6:00pm Vs Baldwin-Woodville 9 th Practice 3:45pm-5pm	22
23	24 Practice 9-12 th 3:45pm-5:45pm	25 Practice 9-12 th 3:45pm-5:45pm	26 Practice 9-12 th 3:45pm-5:45pm	27 Practice 9-12 th 3:45pm-5:45pm	28 VAR GAME 7:00pm @ West Salem 9 th Practice 3:45pm-5pm	29
30	31 LABOR DAY Practice 10-12 th 5:00pm-6:00pm					

September 2026

Tomah Football Summer Schedule
Coach Eswein 608-250-0519

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1 Practice 9-12 th 3:45pm-5:45pm	2 Practice 9-12 th 3:45pm-5:45pm	3 Practice 9-12 th 3:45pm-5:45pm FR Game @ Baraboo 6:00pm	4 VAR Game 7:00pm vs Baraboo 9 th Practice 3:45-5pm	5
6	7 Practice 9-12 th 3:45pm-5:45pm	8 Practice 9-12 th 3:45pm-5:45pm JV Game @ Baraboo 6:00pm	9 Practice 9-12 th 3:45pm-5:45pm	10 Practice 9-12 th 3:45pm-5:45pm FR Game vs Logan 5:30pm	11 VAR Game 7:00pm @ Lax Logan 9 th Practice 3:45-5pm	12
13	14 Practice Fr/Var 3:45pm-6:00pm JV Game vs. Lax Logan 5:30pm	15 Practice 9-12 th 3:45pm-5:45pm	16 Practice 9-12 th 3:45pm-5:45pm	17 Practice 9-12 th 3:45pm-5:45pm FR Game @ Sparta 5:30pm	18 VAR Game 7:00pm Vs Sparta 9 th Practice 3:45-5pm	19
20	21 Practice Fr/Var 3:45pm-6:00pm JV Game @ Sparta 5:30pm	22 Practice 9-12 th 3:45pm-5:45pm	23 Practice 9-12 th 3:45pm-5:45pm	24 Practice 9-12 th 3:45pm-5:45pm FR Game vs Holmen 5:30pm No School	25 VAR Game 7:00pm @ Holmen 9 th Practice 3:45-5pm No School- <u>Cranfest Parking</u>	26 <u>Cranfest Parking</u>
27 <u>Cranfest Parking</u>	28 Practice Fr/Var 3:45pm-6:00pm JV Game vs. Holmen 5:30pm	29 Practice 9-12 th 3:45pm-5:45pm	30 Practice 9-12 th 3:45pm-5:45pm			

October 2026

Tomah Football Summer Schedule
Coach Eswein 608-250-0519

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1 Practice 9-12 th 3:45pm-5:45pm FR Game vs Central 5:30pm	2 VAR Game 7:00pm @ UWL Central 9 th Practice 3:45-5pm	3
4	5 Practice Fr/Var 3:45pm-6:00pm JV Game vs. Lax Central 5:00pm	6 Practice 9-12 th 3:45pm-5:45pm	7 Practice 9-12 th 3:45pm-5:45pm	8 Practice 9-12 th 3:45pm-5:45pm FR Game @ Onalaska 5:30pm	9 VAR Game 7:00pm vs Onalaska 9 th Practice 3:45-5pm	10
11	12 Practice Fr/Var 3:45pm-6:00pm JV Game @ Onalaska 5:30pm	13 Practice 9-12 th 3:45pm-5:45pm	14 Practice 9-12 th 3:45pm-5:45pm	15 Practice 9-12 th 3:45pm-5:45pm FR Game vs Reedsburg 6:00pm	16 VAR Game 7:00pm @ Reedsburg 9 th Practice 3:45-5pm	17
18	19 Practice Var 3:45pm-6:00pm JV Game vs. Reedsburg 6:00pm	20 Practice Var 3:45pm-5:45pm	21 Practice Var 3:45pm-5:45pm	22 Practice Var 3:45pm-5:45pm	23 LEVEL ONE PLAYOFFS	24
25	26 Practice Var 3:45pm-6:00pm	27 Practice 9-12 th 3:45pm-5:45pm	28 Practice 9-12 th 3:45pm-5:45pm	29 Practice 9-12 th 3:45pm-5:45pm	30 LEVEL TWO PLAYOFFS	31