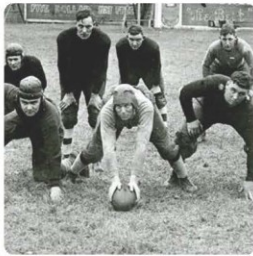


# EXHIBIT 4

**Coach Poltrock**

@rockpoltrock

Teacher/Coach at Reagan IB HS.  
Football/Softball/Reagan Fit.  
trenchtraining.com coach. Edgerton/UW-  
Whitewater alum. #WeUsOurs

📍 1 Samuel 17:47, Milwaukee WI

🌐 reaganfootball.weebly.com

📅 Joined October 2013

📷 48 Photos and videos



TWEETS 961 FOLLOWING 322 FOLLOWERS 177 LIKES 305

+ Follow

Tweets Tweets & replies Photos & videos

Coach Poltrock Retweeted



**Baseball Prodigy** @BsbProdigy · Dec 27

Appreciate the beauty of the little things in baseball 🍷❤️



🔄 1.2K 📷 1.8K ...

Coach Poltrock Retweeted



**Bob Ross** @Midgetfb99 · 23h

@WingT\_Football Inside/outside Trap! #FullhouseT

🔄 1 📷 2 ...

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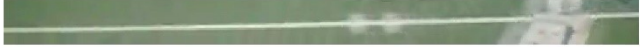
Coach Poltrock Retweeted



**American Football** @American\_FB · Dec 28


RETWEET if you are pulling for @NavyAthletics in the @MilitaryBowl today!

# **EXHIBIT 5**




**Collins at it again. Nice but by Frederick too**  
Vine by Oline Vines  
[View on web](#)

32 35




**Coach Poltrock** @rockpoltrock · Dec 22  
Outstanding.



**NSU Baseball** @NSUBaseball32  
Winning isn't normal

32 35

Coach Poltrock Retweeted




**Bill Moore** @coachbillmoore · Dec 22  
Alabama coach Nick Saban on Michigan State's Mark Dantonio  
[#CandMT](#)  
[#TheWayToWin](#)

scout.com

“Mark’s just done an outstanding job of evaluating players, getting good players to come there, improving the team every year he’s been there and doing a great job of developing the players that he has and establishing a sort of winning character on his team about how they play with toughness and the grit that they have and the way they finish games and believe in each other and the team chemistry they have, it’s really something special.”

9 6




**Coach Poltrock** @rockpoltrock · Dec 22  
Adversity doesn't deter Menasha teen  
[postcrescent.com/story/news/edu...](#)

1

[View summary](#)

Coach Poltrock Retweeted



**NC State Football** @PackFootball · Dec 21

# EXHIBIT 6

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HUSKIES FOREVER

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**Coach Poltrock**  
@rockpoltrock

TWEETS 1,656 FOLLOWING 466 FOLLOWERS 248 LIKES 550

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Coach Poltrock Retweeted

**Mark Ross** @Mark61Ross · Jan 7  
Winning isn't normal

**WINNING ISN'T NORMAL**

Winning isn't normal. That doesn't mean there is anything wrong with winning. It just isn't normal. It's highly unusual.

Every competition has only one winner. No matter how many people are entered, only one person or team wins the championship.

Winning is unusual – as such it requires unusual action.

In order to win, you must do extraordinary things. You cannot just be one of the crowd. The crowd doesn't win. You have to be willing to stand out and act differently.

Your actions need to reflect unusual values and priorities. You have to value success more than others do. You have to want it more. **WANTING IT MORE IS A DECISION YOU MAKE AND ACT UPON – NOT SOME INHERENT QUALITY OR BURNING INNER DRIVE OR INSPIRATION!** You have to make that value a priority.

You cannot train like everyone else. You have to train more

8 17

Coach Poltrock Retweeted

# EXHIBIT 7

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Feb 23 4:24 PM

Coach Shon (@Bradley\_Tech\_BB) x

Twitter, Inc. [US] | twitter.com/bradley\_tech\_bb?lang=en

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Coach Shon  
@Bradley\_Tech\_BB

Tweets 7,616 Following 975 Followers 704 Likes 4,628

Follow

Coach Shon Retweeted

Five-Star Basketball @5starbasketball · Feb 20  
Winning isn't normal and it doesn't happen by accident.

**WINNING ISN'T NORMAL**

Winning isn't normal. That doesn't mean there is anything wrong with winning. It just isn't normal. It's highly unusual.

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Your actions need to reflect unusual values and priorities. You have to value success more than others do. You have to want it more. **WANTING IT MORE IS A DECISION YOU MAKE AND ACT UPON -- NOT SOME INHERENT QUALITY OR BURNING INNER DRIVE OR INSPIRATION!** You have to make that value a priority.

You cannot train like everyone else. You have to train more and train better.

You cannot talk like everyone else. You cannot think like everyone else. You cannot be to willing to join the crowd, to do what is expected of you.

Coach Shon @Bradley\_Tech\_BB · Feb 20

last night 73-55 win over pulaski, Jr @MTBKEN4 24pts 15rebs 3ast soph @JacksonLedarius 17pts 4rebs 4ast 5stis sr @D\_Skelly34 11pts 8rebs 5 deflections 1blk soph @franciolo1 6pts 1reb 1ast sr @JamelHeard1 5points 15rebs 2ast 4 deflections and 5 stis. 17ast and 17 stis as a team