

Development, and Transportation, as well as the Director of the Centers for Disease Control and Prevention and the Chairmen of the Federal Trade Commission and the Federal Communications Commission.

To make sure that our young people receive a consistent message that encourages them to adopt healthful eating patterns and helps them understand their nutritional needs, the Director will work with the Secretary of Agriculture to identify three categories of foods and beverages—Tier 1 foods and beverages, which are healthful for children and adolescents and the consumption of which is encouraged; Tier 2 foods and beverages, which do not exceed levels of total, saturated, and trans fat, sugars, and sodium that are acceptable in a healthful diet for children and adolescents; and Tier 3 foods and beverages, which do not contribute to a healthful diet for children and adolescents and the consumption of which is discouraged. These categories will form the basis for regulations to be issued by the Secretary of Agriculture updating the current standards for foods and beverages available to schoolchildren outside the federally supported school meal programs. This approach to the problem of competitive foods would allow schools to retain the revenue stream from sales of competitive foods by offering healthful options, and would send the message that certain foods should be enjoyed as treats, not as part of the daily diet.

The same three categories of foods and beverages would form the basis for guidelines issued by the Director in consultation with the Chairman of the Federal Trade Commission to control the marketing, advertising, or promoting of foods and beverages to children and adolescents. Children's preferences for foods that lack sweet and salty tastes are learned and require repeated positive experiences, especially to accept fruits, vegetables, and other nutrient-rich foods later in life. There is evidence that parental ability to guide children's consumption of food and beverages has been compromised by an environment that exposes children to an array of advertising and marketing messages for junk food, many directed at children too young to understand the selling purpose of advertising. Most children ages 8 years and under do not effectively comprehend the persuasive intent of marketing messages, and most children ages 4 years and under cannot consistently discriminate between television advertising and programming. In short, a child is not possessed of the full capacity for individual choice that is the presupposition of First Amendment guarantees. The knowledge that parental control or guidance cannot always be provided and society's transcendent interest in protecting the welfare of children justify reasonable regulation of the sale of material to them. A provision in current federal law prohibiting the Chairman from issuing such regulations is repealed.

The bill also makes clear that counseling and treatment services for overweight and obese children are eligible for reimbursement under the Medicaid and SCHIP programs.

Madam Speaker, we can, and we simply must, make addressing childhood obesity a national priority. Not only must we help the children who are already affected, we must not fail to protect another generation. Health is more than the absence of physical or mental illness—it is also the extent to which children

and youth have the capacity to reach their full potential. Childhood obesity is a public health crisis that will not be solved without the full support of the Federal Government. I urge my colleagues to support the Healthy Kids Act.

TRIBUTE TO WILLIAM LEROY HOLDEN

HON. JAMES E. CLYBURN

OF SOUTH CAROLINA

IN THE HOUSE OF REPRESENTATIVES

*Friday, November 6, 2009*

Mr. CLYBURN. Madam Speaker, I rise today to pay tribute to a trailblazing high school coach, athletics director and a great humanitarian. William Leroy Holden is being honored on November 14, 2009, for his tremendous 38-year career at North Mecklenburg High School in Huntersville, North Carolina. I want to commend him on his contributions to athletics and the students he coached and mentored over the years.

Leroy Holden first came to North Mecklenburg High School in 1971. He had spent 2 years at East Mecklenburg High School, but left to take a job in insurance to better support his growing family. However, his love of coaching drew him back, and he chose to take a pay cut to follow his heart and took a position at North Mecklenburg High School.

Over the next 28 years, he would serve as head coach of the baseball, softball and tennis teams. He also served as an assistant football and track coach. But where Coach Holden really made his mark was as the men's basketball coach from 1974–1999, compiling an impressive record of 464 wins and 267 losses. His teams made it to the playoffs 12 times during his career. In the 1986–87 season, the Viking men's basketball team went undefeated, winning 30 games before losing in the state championship.

His success at North Mecklenburg High School led to invitations to coach other young people. He served as an instructor at the International Basketball Clinic in London, England in 1993, coached the West All-Stars Coach in 1986, and the East-West All-Star Game in North Carolina. He served as a coach at the NBPA High School Basketball Camp at Princeton University from 1995–1999; and as a basketball camp instructor at the University of North Carolina-Chapel Hill from 1983–1999.

His success on the basketball court and in other athletic arenas made Leroy Holden the perfect choice to lead athletics at North Mecklenburg High School. In 1985, Coach Holden was promoted to athletics director at the school to which he had dedicated his career. He still maintained his coaching duties until 1999 in addition to overseeing all athletics at the growing high school.

Leroy Holden went to college on a football scholarship and earned a bachelor's degree in 1967 from Western Carolina in Cullowhee, North Carolina. He pursued an advanced degree at the University of North Carolina at Charlotte, earning a masters in education in 1978. Immediately upon earning that degree, he earned a masters in physical education from Winthrop University in Rock Hill, South Carolina. Coach Holden also became a certified athletic administrator through the State Coaches Conferences in Greensboro, North Carolina in 2000.

Coach Holden is an active member of the Sportsman Club of Charlotte, where he has served as the president, program vice president, secretary and treasurer. In 1999, the organization named him the Sportsman of the Year. He is also the past president of the ME-CA Conference. He has served on both the Sectional Basketball Committee and as director of the Sectional Basketball Tournament. Coach Holden has also been a member of the Charlotte Sports Commission since 1998. He is the recipient of numerous awards including the 2008 Lifetime Achievement Award from the North Carolina Athletic Directors' Association, the 2001 Charlotte Observer Athletic Director of the Year, and the Conference Basketball Coach of the Year seven times between 1977 and 1994.

There is one of Coach Holden's accomplishments that will not appear in the record books, yet I believe it deserves recognition. Coach Holden came to North Mecklenburg High School shortly after the school had fully integrated. He truly was colorblind in his approach to athletics and had great success with his African-American athletes. He was the first coach at the school to secure college scholarships for black athletes, as he always believed that every talented student deserved the opportunity he had to go to school on an athletic scholarship. He worked hard toward that goal enabling many students to go to college that otherwise could not have afforded it. During his extensive career, he secured approximately 200 college scholarships for minority athletes and several of those students went on to become professionals. Many others followed in his footsteps and went on to become high school and college coaches. That is a tremendous record for any high school coach, and it says a lot about the kind of man Coach Holden is.

Coach Holden is married to the former Ginny Severs of Charlotte. They were high school sweethearts and have just celebrated 44 years of marriage. The couple has three children and three grandchildren. His passion for athletics and for inspiring young people has enriched the lives of countless student athletes.

Madam Speaker, I ask you and my colleagues to join me in applauding the tremendous career of Coach William Leroy Holden of North Mecklenburg High School. His dedication to his profession and his students is unparalleled.

UNEMPLOYMENT COMPENSATION EXTENSION ACT OF 2009

SPEECH OF

HON. RUSH D. HOLT

OF NEW JERSEY

IN THE HOUSE OF REPRESENTATIVES

*Thursday, November 5, 2009*

Mr. HOLT. Mr. Speaker, I rise in support of the Worker, Homeownership, and Business Assistance Act of 2009, H.R. 3548. This emergency extension of unemployment benefits for states with high rates of unemployment is important for my home state of New Jersey and I urge this body to pass this legislation and the President to sign it expeditiously.

With over 15 million Americans currently out of work it is essential that this body take action to preserve jobs by helping companies