

PROCLAMATION

WHEREAS, Derrick “Coach Rock” George led a life that included service, dedication, and faith. Derrick was raised in Ormond Beach, attending Rigby Elementary School, Ormond Beach Junior High School, and eventually graduating from Seabreeze Senior High School in the 1970’s. He attended Broward Community College and then settled back in Ormond Beach; and

WHEREAS, Derrick George loved basketball growing up and played often at the South Ormond Neighborhood Center. Derrick was very talented at the game and a good shooter. In those days, a basketball was called a rock and the other children would comment on Derrick’s ability to throw the “rock”; thus, his nickname, Rock, was born; and

WHEREAS, Coach Rock mentored students that would play at the South Ormond Neighborhood Center and other areas in Volusia County. One of his students, Keith McClenny, went on to play professional basketball in Europe and is the owner of the Red Devils Basketball Academy, a basketball training program in Central Florida. Coach Rock started the program alongside Keith, mentoring the student athletes and training them in the art of basketball. Running the Granada Bridge was a regular occurrence for Coach Rock’s students. They embraced his patience with them and his ability to explain the sport and moves in a way they understood. He was able to create confidence in them that had not been there before. Coach Rock showed interest in each student during training, and spoke with them all. His care and compassion for his students was evident, and his students respected and loved him back; and

WHEREAS, Coach Rock was tasked with recruiting colleges to the Red Devils Basketball program and excelled at engaging coaches that would follow his students’ progress and potentially sign them to a college career. Due to Coach Rock’s influence, the Red Devils Basketball program has become known on a national level. Coach Rock loved the program and was passionate about helping students in Ormond Beach, throughout Volusia County, and the nation; and

WHEREAS, on Sunday, December 13, 2020, Derrick “Coach Rock” George passed away. This dynamic and humble man lived his calling every day, touching lives and influencing those around him. His legacy of service in community, basketball, and faith organizations will live on.

NOW, THEREFORE, I, Bill Partington, Mayor of the City of Ormond Beach, do hereby proclaim Saturday, January 2, 2021, as a day to honor and celebrate the life of

DERRICK “COACH ROCK” GEORGE

IN WITNESS WHEREOF, I hereunto set my hand and cause the seal of the City of Ormond Beach, Florida, to be affixed this 2nd day of January in the year of our Lord, Two Thousand Twenty-One.



BILL PARTINGTON

Mayor