

# Chad the Cougar

## AND THE FOREST OF FEELINGS

By Chaddock Staff Members, Sarah Goodapple & Ron Kinscherf

*“Chad the Cougar and the Forest of Feelings is a delightful reminder that — with the help of good friends and open hearts — we can find the freedom we all crave: the freedom to be our true, wonderful, messy selves.”*

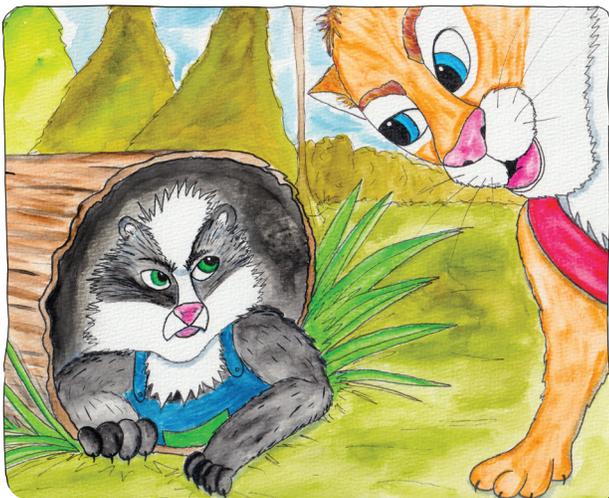
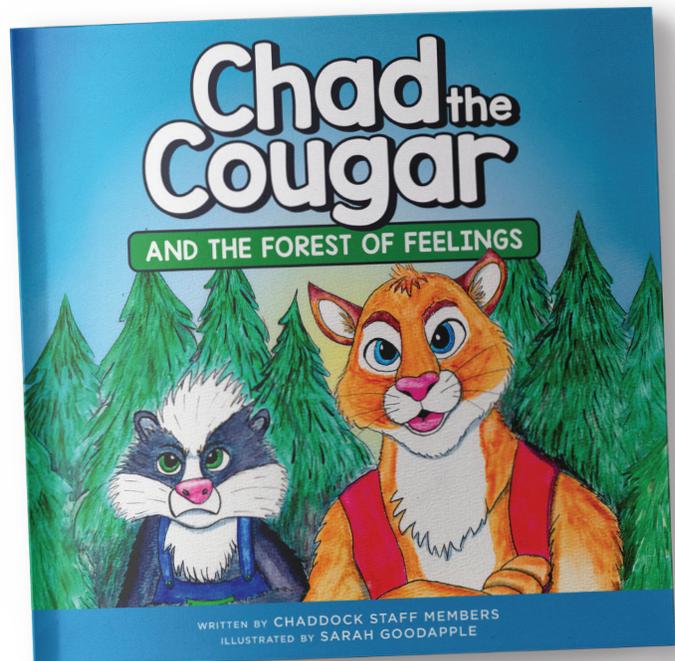
**-Dr. Carl Nassar, Author of Born for a Better World**

Everyone could use a friend like Chad the Cougar. He cares and he takes time to understand what’s really going on inside his friends who may be having a bad day.

In unsettling times, we all need a friend who will just sit with us in the quiet and just be with us. No judgement. No trying to fix things. Just letting things play out the way they were meant to play out.

The world can be a scary place sometimes for all of us. We experience feelings of unhappiness or dread or fear and we don’t really know why, exactly.

In Chad the Cougar and the Forest of Feelings, Chad learns from a wise owl that sometimes the best reaction to someone’s anger or angst is no reaction at all. Instead, just be with them and be a listening ear.



**For media inquiries  
contact below:**

Dennis Welch (Articulate)  
713.885.8722  
Dennis@BeArticulate.com

## About Sarah Goodapple

Chaddock Family Coach, Sarah Goodapple, has always been on a mission. She wakes up every day and starts finding ways to use her unique God-given gifts and talents to change the world in some way, either big or small.

Born in Quincy, Illinois, she grew up in a Christian home with her cosmetologist mother and optician dad. She learned early on how to serve others. In her teens, her mother gave her a choice on Saturday mornings. Either go and entertain the kids in the housing projects with her church group, or stay home and do yardwork. So, no surprise, for most of her young life she spent every Saturday singing and entertaining and getting to know kids who really needed a friend.

After high school, Sarah went over to Vienna, Austria for what was supposed to be a one-year mission trip. But after her year there was up, she felt led to stay on for another year and she did just that.

She came back to the States and completed her degree in Social Work at Western Illinois University. Then she did a 12-year stint working as the office manager at the national office for the Assemblies of God in Springfield, Missouri.

When COVID hit, she and her husband, Erik, decided to move back to Quincy. They moved in June of 2021 and the Monday after they arrived, she went to work for Chaddock.

***“Everything I have done in my life has been great preparation for what I am doing now,” she says. “We have 200 kids in our foster care program, and they are my mission.”***

Sarah lives in Quincy with Erik and their daughter, Hazel.



### TESTIMONIAL

**Dr. Caelan Soma,  
PsyD, LMSW**

*“This book beautifully illustrates the importance of relationships and the healing power of sitting with someone and their pain. Chad learns he can be helpful by simply witnessing Baxter the Badger’s discomfort. Baxter feels supported and knows he is not alone, which allows him to begin experiencing his emotions and expressing his feelings in productive ways. This book presents an essential and clear message for anyone who wants to help or needs support.”*



## About Ron Kinscherf



Ron Kinscherf quit a 30-year career in IT Consulting with absolutely no idea for future employment. At their regular Sunday Kinscherf Family dinner, his daughter-in-law had a suggestion. Why not start writing children's books? She had seen how Ron created stories that engaged and amused his grandkids.

In the beginning, he didn't take her suggestion seriously. But then, he got an idea while watching his grandson stomp on the ant hills around his back patio. He wondered how the ants might feel about having their homes destroyed. So began The Baker's Patio series of books, including The Bakers' Patio, Flight School, The Sultan, The Monster, The Festival, I'm With Me, Yummies, and his latest book, due out soon, Adorable.

Kinscherf's style is for both the child and the reader... understanding that the more the adult likes the book, the more likely it will get read again and again. His keen sense for dialogue and humor is interwoven throughout his works.

Kinscherf has a BA in Communications and worked in talk radio before starting his IT Consulting career. He is a member of the Illinois Basketball Coaches Association Hall of Fame for Outstanding Achievement in Play-by-Play. He has been married for over 40 years to Mary and they have two children and five grandchildren.

Learn more about Chaddock!



# Q & A with the Authors

## TALK ABOUT THE ULTIMATE GOAL FOR THIS SERIES OF CHILDREN'S BOOKS. WHAT DO YOU HOPE TO ACCOMPLISH?

Our goal is to bring the Chaddock approach to life by integrating our Developmental Trauma and Attachment Program (DTAP®) into each book. We hope to help children better understand their emotions, learn tools to manage big feelings, and support their friends in doing the same. Just as importantly, we want adults—caregivers, teachers, and therapists—to understand that sometimes children don't know what they're feeling, and that's okay. Simply being present with them and validating their experience can make all the difference. These books are meant to be conversation starters that help build emotional awareness and connection.

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## TELL US A BIT ABOUT CHADDOCK AND THE ORGANIZATION'S MISSION.

Chaddock is a nationally recognized organization based in Quincy, Illinois, that serves children and families impacted by significant trauma, abuse, and attachment challenges. Through our comprehensive range of services—including residential treatment, special education, in-home intensive programs, and community-based support—we walk alongside children from birth to age 21 and their families on their path toward healing. Our mission is rooted in the belief that all children deserve the chance to thrive, and our Developmental Trauma and Attachment Program (DTAP®) is central to that work. In addition, we equip professionals across the globe through training and consultation in trauma-informed care.

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## IN THE SEA OF CHILDREN'S BOOKS OUT THERE, WHAT MAKES THIS SERIES DIFFERENT?

This series stands apart because it's grounded in real, evidence-informed interventions used at Chaddock every day. These are not just fictional tools or strategies—they are practices that work for children who've experienced developmental trauma and attachment disruptions, but they're also helpful for any child. The books reflect the relational approach we teach and model, where healing happens through connection, presence, and understanding. Another unique feature is that our illustrator is a Chaddock staff member—someone who doesn't normally get to use this particular talent in their day-to-day work. That personal touch adds a special layer of meaning and authenticity.

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## IF YOU COULD WAVE A WAND OVER THE WORK YOU DO EVERY DAY WITH CHILDREN AND FAMILIES, WHAT WOULD YOU CHANGE?

We'd love to live in a world where every adult who works with children—caregivers, teachers, counselors, and beyond—is trauma and attachment informed. So many challenging behaviors stem from unmet needs and nervous system responses, not from willful disobedience. If we could help adults see beyond behavior to the underlying need, we believe children would receive more compassion, patience, and support. We also wish we could speed up the healing process for families—because meaningful change takes time. A magic wand would help us make that journey a little easier, and reach even more children in need.



## About

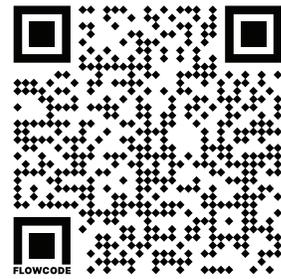


Located in Quincy, IL, Chaddock is an internationally recognized leader in the treatment of children suffering from the psychological, emotional, and spiritual effects of significant abuse, neglect and trauma.

Chaddock's full range of preventative, educational and treatment services to children from birth to age 21 and their families include community-based services, a special education school, in-home intensive programs and residential treatment. In addition, Chaddock provides training and mental health consultation locally, nationally and internationally to educators, therapists and others who serve children and families.

### SERVICES WE PROVIDE:

- RESIDENTIAL TREATMENT
- IN-HOME TREATMENT & CONSULTATION
- FAMILY COACHING SERVICES
- PROFESSIONAL DEVELOPMENT



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