



BCAM'S MONTHLY REPORT

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HAPPY NEW YEAR: GREAT NEWS! MEIJER IS JOINING THE BCAM TEAM

I am happy to announce that MEIJER will be a new corporate sponsor for BCAM. They will be underwriting the BCAM Awards Program. As you all know, Meijer is a Michigan based company and has a history of supporting young people across our state. We look forward to a long relationship with Meijer. Again I want to emphasize the importance of supporting the companies that support BCAM.

RAWLINGS HAS BECOME THE BALL OF THE ENTIRE STATE TOURNAMENT!!

The MHSAA and Rawlings have reached an agreement that will make the Rawlings basketball the ball that will be used throughout the state tourney, starting with the district tournament. This agreement starts with the 2009-10 season. I am making this announcement at this time so coaches can make plans for the future. As you and/or your school system look at next year's ball purchases, you will want to include Rawlings balls.

This is a WIN-WIN situation for BCAM and high school coaches. BCAM's agreement with Rawlings will allow \$1 for every Rawlings ball to go directly back to BCAM. This in turn allows BCAM to keep its membership costs down. Click on the Rawlings advertisement at the BCAM website or go to <http://www.Rawlings.com> for more information on how you can order balls.

REACHING HIGHER SHOWCASE

The Michigan High School Athletic Association & BCAM have combined to create the Reaching Higher Showcase, Michigan's premier prep basketball experience. The event will take place on Sunday, April 26th, at Brighton High School (Boys) and South Lyon High School (Girls).

One hundred high school underclass girls and one hundred underclass boys will be selected by the BCAM Reaching Higher Showcase Selection Committee. Recently, the MHSAA has sent letters to all head boys' and girls' basketball coaches of MHSAA member schools. Coaches may nominate their players or other players from their area.

FOR MORE INFORMATION, CLICK ON THE FOLLOWING LINK: <http://www.mhsaa.com/resources/reachhigher.pdf>

COACHES VS CANCER – JANUARY IS TIME TO HOLD YOUR EVENT

Happy Holidays! The newsletter from the American Cancer Society can be found on the BCAM website's homepage: click here: <http://www.digitalsports.com/article/type/organization/typeid/1363407/id/50530.aspx> Everyone should check with this website to get their event package. They can contact their area representative to report their amount and send their funds. Everyone can find this on the ACS website listed in the letter from Kim Hoffman. Kim will help us tabulate our total this year. Everyone needs to make sure we designate our efforts on behalf of BCAM for Coaches vs. Cancer. If we all register we can get an accurate figure this year. Our goal is \$30,000 this year. This is approximately twice the amount from last year. Let's show everyone that BCAM is the best coaches association in the country.

TICKET POLICIES AT STATE FINALS

Girls' Finals at EMU – Again this year, all tickets will be general admission which allows fans to get there early and get the best seats.

Boys' Semis and Finals at MSU – For the first time ever, upper bowl seats at Breslin will be general admission (except for areas reserved for participating teams' fans). This will help alleviate the long ticket lines before the sessions.

GIRLS' FINAL BACK TO BRESLIN IN 2010

The girls will be back at MSU and Breslin for at least two years starting next year.

2009 MARCH MAGIC BASKETBALL BONANZA

Based on a similar program started in Illinois, our MHSAA is planning their first Basketball Bonanza at the Boys' State Final this March (This program will also be available at the girls' final in 2010 when they move back to Breslin). Jenison Fieldhouse will be set up with a variety of events to entertain and challenge basketball fans. More information on this event will be coming out soon.

ONLINE RULES MEETINGS

Talk about saving time and money: Did you know that the MHSAA estimated that the online rules meetings conducted last year saved around \$17,000 in gas money and a total of 184,344 miles not driven. That is 7 times around the earth. Also, the initial response was very favorable. As the MHSAA continues to improve their presentation, these online rules meetings will continue to improve.

MIDDLE SCHOOL NOTES: Last installment.

As coaches, we need to be great motivators. For the column this month I will share some ideas on motivation. Action, challenge, accountability, and goal setting are all critical components of motivation. Many other things are also important and the best motivation needs to be internal. When trying to motivate athletes, give choices as alternatives. Accept human imperfection, and have a backup plan for everything. Each athlete has certain gifts, and as coaches it is our responsibility to open that gift and discover what motivates that particular athlete. As coaches we need to teach our athletes and families to live a life of selflessness and not selfishness.

We need to be examples of that selfless attitude. Always give athletes responsibility, and praise results. Positive encouragement always brings better results than negative comment. Positive encouragement is a reward for work well done and usually an extrinsic reward is not necessary. However, once in awhile we all like a special treat, but use these judiciously. Athletes mirror adults so if you want to see an image of yourself, look at your athletes. Hopefully, each coach will find something helpful in these suggestions.

(Editor's Note): This is Gary's last Middle School Notes. BCAM appreciates his efforts over his many years in bringing some interesting and new ideas to our members. If anyone would like to continue to write this column, please contact me at bcamtom@aol.com. Gary Dewey – Retired (Kind of) – South Shore Christian Middle School gdewey@iugo.hollandchristian.org

DON'T THROW AWAY OLD VIDEOS AND PROGRAMS

The MHSAA is looking for programs, video tapes or game films that you might have stored away somewhere and will be thrown out when you move or pass away. Any state final programs from before 1985 would be accepted. Old game films and videos of any pre-1990 state finals would be appreciated. These films and videos will be reproduced digitally by the MHSAA and archived. Many of you might have photos of teams and action photos taken during state finals before 1990. The MHSAA would be interested in obtaining these photos, especially any that were taken at Jension Fieldhouse.

If you have any of these items and would like to donate them to the MHSAA, please contact John Johnson, Communications Director, MHSAA at jjohnson@mhsaa.com.

COACHES: NOMINATIONS FOR BCAM AWARDS WILL BE ACCEPTED STARTING IN FEBRUARY

It is never too early to start thinking about nominations for BCAM honors. We will be accepting nominations for academic teams, all-state and all-star teams starting in February. This is just a reminder to make sure you don't miss the deadlines. We are hoping that all nominations and voting will be done via the website and through email. Keep checking your email and follow the directions that are sent to you. Only BCAM members can nominate their players.

DID YOU KNOW...

(The following information is based on a survey by the NFHS with 25 states reporting for the BOYS and 27 states reporting for the GIRLS)

	BOYS:	GIRLS:
• Total number of games reported	1009	826
• Average score of winners	63.33	55.42
• Average score of losers	50.12	40.44
• Average length of game	1 hr 9 min	1 hr 10 min
• Total number of personal fouls	26.34	32
• Total number of free throws attempted	33.33	36.16
• Total number of successful free throws	21.70 65%	22.40 62%
• Total number of 2-point field goals att.	67.58	64.51
• Total number of successful 2-pointers	32.37 48%	26.65 44%
• Total number of 3-point field goals att.	23.36	18.84
• Total number of successful 3-pointers	7.81 33%	6.04 32%

GAME OFFICIALS – Excerpt from *Know Yourself as a Coach*, by Denny Kuiper. To order book go to www.barnesandnoble.com or www.amazon.com.

Referees, umpires, and officials are part of the game. Yes, they have a lot of influence in the outcome of the game, but until we come up with a better system, which is unlikely, they are here to stay. A good deal of energy, talk, complaint, and downright nastiness is directed at officials, an unfortunate fact that serves only to distract players and coaches from playing the game. To be successful in competition, a coach must develop a healthy and appropriate way of working with game officials.

The attitude that I, as a coach, have adopted toward officials is based upon several insights and ideas.

1. Most officials are pretty good at what they do. Instant replay has proven that officials, for the most part, make accurate calls, often under challenging circumstances. In fact, even after repeatedly reviewing plays in slow motion, we find that making the right call often proves to be difficult. If we operate from the premise that most officials are competent and professional, we will be less likely to respond heatedly to calls we find questionable.
2. Most officials are officiating honestly. Despite a couple of recent incidents where officials have been professionally dishonest, the majority of them aspire to make accurate calls without partiality.
3. When you ask coaches what they expect from officials, their two most common responses are consistency and impartiality. Unfortunately, though, what some coaches really want is for every call to go their way. Complaints about unfair refereeing intensify after games where one team accrues more penalties than the other, as though officials are obligated to spread the calls evenly despite the manner of play. The fact is some teams are better at drawing fouls and penalties than others.
4. Some coaches overreact to early calls. I once saw a basketball coach get a technical foul before the game started because of a dispute with an official about how much time was placed on the clock for warm-up. I also have observed coaches react violently to calls in the first minute or two of game. From my perspective, that kind of behavior suggests the coach carries with himself an attitude, a tension, toward officials, which gets triggered early in the contest. A coach puts himself into a better position with officials and with the progression of play if he mentally prepares himself for potentially disputable calls.
5. Talk to officials appropriately. Coaches have a right to advocate for their teams with game officials, but the manner in which they do it determines the effectiveness of that advocacy. A coach who constantly complains or screams at officials loses his credibility with those officials. A coach who talks reasonably with officials about calls that seem obviously wrong of who asks for rule interpretations is more likely to be heard.
6. Each referee and umpire has his own style of officiating. Coaches must adjust to those individual differences. Some umpires, for example, have a broader strike zone range, which may influence a coach's decision about giving the swing-away sign on the 2-0 count. Some basketball referees allow more contact, which may influence what defense a coach will use or the players he will play. Don't waste energy trying to change the official. Instead, adjust.
7. Coach your team. Very simply, you have too much to do coaching your team during a game to expend time and energy dealing with officials. Think of the number of times you have seen a basketball coach, with five seconds to go in a tight game, spend the entire time-out arguing with the referee over a previous call. At this point, the game is about the next play, not the last one.
8. Officials will not make every call correct. You will get bad calls and sometimes over the course of the game they will not even out. However, over a longer period of time the good and bad calls are almost exactly even. So to spend a lot of time on the bad calls is fruitless and unproductive.
9. Holding grudges against certain officials is also unproductive. In high school, you often see the same official game after game, the same is true at the college and professional level. To let a bad call by an official a week ago, a month ago, or last year affect your attitude toward that official and the game is not doing you or your team any good.
10. Evaluate officials. Not all officials are good. There are a few who don't seem to have a feel of the game; they do not work well with coaches and players; they use poor judgment in making calls. Evaluate them. Rate them. Speak about them to the director of league officials. Follow the procedure and evaluate officials honestly.

To get a better perspective of the impact game officials have on the game, go to a game in which you have no interest, a game you can watch objectively. I think you will be surprised to see how little effect an official has on the game.

When I look back, I regret the amount of power I gave officials. I realize now that I would have been better served focusing on coaching my team. To do otherwise sets a poor example for your team.

Coaching is far more enjoyable when you do not waste your time and energy complaining about or fretting over officials. Concentrate on what you can control and work on developing appropriate ways of working with officials. That effort most effectively supports your team.

