



OCTOBER, 2010 BCAM MONTHLY REPORT

From the Executive Director

Tom Hursey

2010 BCAM CLINIC

Wow! What a great weekend of basketball. Almost 900 coaches converged on the remodeled Causeway Bay Hotel in Lansing this past weekend and were treated to the best clinic line-up in the country. Eight of the top men's and women's college coaches, along with three highly successful high school coaches, explained many of the techniques and details about their programs that you can only get face to face.

Friday night BCAM honored many coaches at the twenty-sixth annual Hall of Fame Banquet. Along with the Hall of Fame and Hall of Honor inductees (listed below) were Century Club award winners and Coaches of the Year. Four hundred fifty basketball fans were in attendance.

Ed Dutcher and his committee again did a tremendous job putting together and conducting the biggest event on the BCAM calendar. Ed is already planning next year's event and hopefully we can pass the 1000 attendance mark.



YOU NEED TO BE PROACTIVE WHEN IT COMES TO EVALUATIONS

Do you know a coach who was recently dismissed? Do you know a coach who was broadsided by his/her administration? Do you know a coach who got fired without due process? I would guess we all know of such a coach or coaches.

Coaches will never have tenure. In order to defend yourself and your coaching job, you need to be proactive. Teachers have periodic evaluations. I believe that coaches need to demand that they also have evaluations. I recommend that you ask your athletic administrator to evaluate (meet) you three times during the year.

- The first meeting should be prior to the start of your season where you review goals and expectations.
- The second meeting should be midway through your season. Again a review of your goals and expectations should be done and discuss any problems that might be unfolding.
- The third meeting should take place after the completion of your season. Final review of goals and expectations should take place plus suggestions for improvement or change. You and your administration must talk frankly about any issues, problems or parents that may be undermining your program.

It is very important that you keep accurate records of any correspondence that involves your coaching assignment or any talks with parents—face to face or over the phone. You should keep track of date, time and the nature of the discussion. If any communication “steps over the line” you need to report the incident to your athletic administrator. Any meeting with parents must include your athletic administrator and definitely keep notes on the meeting.

If your future as a coach comes down to “he said, she said” you will be in a difficult position unless you have some documentation to back you up. Again, be proactive. Don't assume your administration will be on your side when push comes to shove. Following the recommendations listed above could help you fend off problems before they become so big that something drastic has to be done.

As I have said many times, it is not the X's and O's or the wins and losses that will get you fired. It will be, in most cases, the outspoken parents who bring you down. Be proactive and make sure lines of communication are open between you and your parents.



Coaching is a great profession. You will be one of the major reasons for the future success of your players after their playing days are done. Do a good job working with your athletes and be proactive in working with your administration.

Have a great season!

HALL OF FAME – The following coaches were inducted into the BCAM Hall of Fame on October 1 during the Fall Clinic:

- Jerry Johnson – Howell HS
- George Petrouleas – Grosse Pointe South HS
- Steve Majerle – Rockford HS
- Bill Norton – Birmingham Groves HS
- Mike Turner – Albion College



If you know a coach who qualifies for the Hall of Fame (300 victories AND/OR 20 years of coaching) and you would like to nominate him/her, go to www.bcam.org and click on FORMS, then click on COACHING NOMINATION FORMS. You can even nominate yourself.

HALL OF HONOR – Marty Alwardt, longtime board of director's member and chairman of the Hall of Honor Selection Committee has stepped down. Marty just assumed a new position with Lansing Public Schools and felt he couldn't commit the necessary time to his BCAM commitments. BCAM thanks Marty for all his efforts over the many years he served on the board. He will be missed. We wish him well with his new job.

Fred Shaw, former girls' basketball coach at St. Clair HS and BCAM Hall of Famer will be taking over for Marty as the chairman of the Hall of Honor Committee. BCAM is always looking for Hall of Honor nominees in the areas of Friends of Basketball, Assistant Coaches, Officials and Media. For nomination forms, go to: www.bcam.org and click on FORMS, then click on COACHING NOMINATION FORMS.

This year's inductees into the BCAM Hall of Honor (they were inducted at the Hall of Fame Banquet on October 1):

ASSISTANT COACH

- Jim Anderson – Traverse City
- John Clinton – Trenton
- Gary Greider – East Lansing
- Lynn Walker – Benzonia Benzie Central

FRIENDS OF BASKETBALL

- Gary Hackett – Vassar
- Jeanette Loachridge – Chesaning

MEDIA

- Don Badcon – Grand Haven

OFFICIALS

- Randy Houtz – Bronson Area



BOCCC REPORT – *The following are comments from longtime coach and BCAM Hall of Famer, Al Schrauben. Al is a member of the Basketball Officials and Coaches Communication Committee.*

With experience comes knowledge. As a young coach many years ago, I viewed several officials' calls with skepticism and was more than willing to question their call. Often my manner of questioning was less than diplomatic, maybe even unprofessional. I wondered why these people were trying to make my life so difficult; I thought I was a pretty good guy.

With years and experience, I began to realize that they were calling what they were seeing and that they were often more accurate than my rather biased opinion. I am not going to say that I do not question calls, but I try to do it in a way where I can talk with the official when he is near me. After I have made my point I try

to let it go and move on with the game. My job as a coach should be more focused on what my players are doing on the court and not how the officials are calling the game.

After the game I try to thank them for their efforts, or at least wave an acknowledgment of appreciation. Over the years I have developed many friendships with officials and I have also gained a greater appreciation for what they do. It may have taken me too long to figure out how difficult their job is and how well they do it.

Al Schrauben
Varsity Girls Basketball
Portland St. Patrick's



“FAST DRAW” NOW AVAILABLE AT A SUPER LOW PRICE

BCAM is happy to announce a partnership with *FastDraw Basic*. The cost to a BCAM member will not be the normal \$229.98 price, **but only \$35** (\$5 will be returned to BCAM). Those coaches who have used this diagramming program can't believe how easy it is to use and how much time is saved with this program. Get the play diagramming tool 27 NBA and over 800 College teams are using at a ridiculously low price!

There is no catch, Fast Model is reaching out to our membership in a BIG way.

To order FastDraw for \$35, go to: <http://fastmodelsoftware.com/statedraw>

Click "Buy FastDraw Basic" and order FastDraw by putting it into your shopping cart and providing your information. (You do not need a redemption code for this offer.) You will receive an email containing a link to download the software and an activation code.

MR. AND MISS BASKETBALL – THE COMPLETE STORY

For complete information on former Mr. and Miss BBs – go to:
http://en.wikipedia.org/wiki/Mr._Basketball_of_Michigan



RETRO MR. BASKETBALL ENTERS ITS SECOND YEAR

BCAM, with the help of MHSAA Historian Ron Pesch, is going back in time. If there was a Mr. Basketball in Michigan prior to our first year of naming him, who would he be? We named our class of 1920, 1930, 1940, 1950, 1960, & 1970 last spring. To see a list of these winners, click here:

http://en.wikipedia.org/wiki/Mr._Basketball_of_Michigan. This year we will be honoring those players from 1921, 1931, 1941, 1951, 1961, 1971.

If you have any nominees for the Retro Mr. BB Award, send them to Ron Pesch (peschstats@comcast.net)

COACHES VS CANCER

I am asking coaches to make plans now for our winter Coaches vs. Cancer events. You will be contacted by the American Cancer Society with ideas on how you can raise money to fight this terrible disease. We all have either been afflicted or know of someone close to us that has had cancer. This is our way of going on the offensive. Last year BCAM was responsible for raising \$130,000. This is a great amount. But with more coaches taking part this winter, we can double that amount. Please do something that is more important than winning basketball games. Get yourself and your team involved in this effort. Participating schools will be recognized on www.coachesvscancer.org and those raising a total of \$2,500 or more through all sports will receive a Coaches vs. Cancer recognition banner imprinted with the school's name. To be eligible, all funds raised throughout the school year must be turned into the local American Cancer Society office no later than June 1, 2011. For more information or to sign up, visit www.coachesvscancer.org or call 1.800.227.2345.

NATIONAL COACHES OF THE YEAR NOMINEES

Each year BCAM nominates a girls' coach and a boys' coach to represent Michigan in two national award contests: The National Federation of High Schools Coach of the Year and the National High School Athletic Coaches Association Coach of the Year. This year our nominees are longtime girls' coach of Plymouth Salem,

Fred Thomann and another longtime boys' coach from Ispheming Westwood, Irv Dieterle. Both of these coaches are in the BCAM Hall of Fame. Their names will be turned in to the respective associations and selections for National Coach of the Year will be made. We wish Fred and Irv "good luck."



A MESSAGE FOR ALL – *By Bill Ullenbruch, BCAM Hall of Famer*

The following thoughts about the past, present and future you have heard or read many times. For the peace of the mind, it is worthwhile for everyone to review different interpretations.

- Yesterday is gone forever! There is no way you can take back what you have done or said. The key is to feel good about the positive things that have taken place and that you can learn and grow from the negative that took place.
- Today is the day! Take a great comfort that God has given you this day. Enjoy this gift! Make the most of it! Make a positive mark! Prepare yourself to meet the future! Strive to find the goodness in your heart and soul!
- Tomorrow is in God's hands! Do not fear the future. Be comfortable in the fact that you have done your best in preparing yourself to meet the challenges of the unforeseen future. Pray that you will be given the strength and the understanding to meet all future endeavors. Face tomorrow with confidence!

If I had any gift to give to mankind it would be the peace of mind in regards to the past, present and future.

4 Ways to Improve Your Mental Game

By Jeff Haefner, BreakthroughBasketball.com



Want to shoot better? Then you might be surprised at how much of your game is mental.

For instance, if you imagine yourself missing shot after shot, how do you feel? Pretty lousy. And, chances are very high that you're going to do exactly what you imagined: you're going to miss shot after shot.

Then, your performance spirals downward because the more shots you miss, the worse you shoot.

So, let's look at how to improve your mental game with these basketball shooting tips that will help you shoot better.

Stop Thinking

Practice is the time to think about the mechanics of your shooting, not during a game.

When it comes to your games, don't think about your shot, and don't pick apart the mechanics of what you're doing. This will only trip you up.

Just shoot.

Stop Being Afraid of Failing

Did you know that even the pros miss their shots more than half the time?

Yep. More than half.

Stop being terrified of missing your shots. Everyone misses.

Fear causes anxiety. Anxiety causes you to tense up. And then you're going to miss even more shots.

So, relax. Realize that if your shooting game isn't on, you can still contribute to the team in other ways like basketball defense. It all comes out in the wash.

Focus On Your Zone

You've probably been in The Zone before, right? You know, when your shots seemed effortless, and playing was just plain fun.

When you're in The Zone you feel like you're flying. So, make an effort to get in The Zone for games. Focus on clearing your mind of clutter. Make a list of everything you need to do (school work, things at work, etc.) so you don't have to think about remembering it all during the game.

This will keep your mind focused on playing, and nothing else.

Relax

When your mind is relaxed, your body is relaxed, and when your body is relaxed, your shots are looser and more accurate.

So, make a real effort to relax before games.

How? Well, you can try meditation. Don't laugh; even **Kobe Bryant** meditates before his games.

To meditate, sit in a comfortable position in a quiet place. Close your eyes, relax your mind, and just focus on breathing in and out. That's it.

Do this for up to 20 minutes. Normally 10 minutes will be fine, but if you're getting really relaxed then keep at it!

Meditation can work wonders for your mindset before a game, so don't be afraid to try this t

5 Steps to Being a Great Leader

By Alan Stein, CCS, CSCS, StrongerTeam.com



In addition to always finding new exercises, drills, and training techniques, a good portion of my professional development is focused on leadership. I have dozens and dozens of books, have binders full of notes and handouts, and read several weekly blogs all focused on the topic of effective leadership. I have been fascinated by the qualities that make great leaders for as long as I can remember. And continuing to improve my own leadership skill set is one of my top priorities.

I truly believe there is a tremendous lack of leadership in today's game; specifically with today's youth. Basketball is a team game that thrives on leadership; from both the coaches and players. One of the main reasons the Los Angeles Lakers have won several NBA championships is because of the outstanding leadership of **Phil Jackson** and **Kobe Bryant**. You can't underestimate the power of a great leader. Great leaders make the impossible seem possible.

Some folks think leaders are born; some think they are developed. I happen to think it is a little bit of both. Regardless, I am confident anyone can work to improve to their leadership skill set. The traits needed to be a successful leader apply to both players and coaches at every level. If the coach is the only leader in the gym; that team won't be very successful. Here are five traits that contribute to effective leadership:

Learn From Your Mistakes

To be a good leader you have to take calculated risks and you will certainly make some mistakes along the way. Admit them. Learn from them. Don't repeat them! These mistakes can be in the classroom or on the court.

"Success comes from good decisions. Good decisions come from experience. Experience comes from bad decisions."

Lead by Example

The old adage "do as I say, not as I do" doesn't fly in today's world. If you expect it from the people you are leading, you have to expect it from yourself. You must hold yourself accountable before you can hold anyone else. If you expect your players or teammates to be on time, then you need to be on time. If you expect them to know every play in your playbook, then you need to know them too. If you want to be a leader, people notice.

"Do what has to be done. Do it when it has to be done. Do it as well as you can. Do it this way all of the time."

Put Others' Needs First

Compassion and empathy are extremely important to quality leadership. It is impossible to be selfish and be an effective leader. If you are a player, are you playing for the scoreboard or the scorebook? Are you playing for the name on the front of the jersey or the back? If you are a coach, do you listen to your players' feedback and thoughts? Treat your teammates and players right and genuinely care about them.

"No one cares how much you know until they know how much you care."

Have Confidence

Your attitude is something you have complete control of and will influence everything you do in life. A positive attitude helps build confidence. You must have a strong self-worth and be confident in your abilities, without being arrogant or cocky. It sounds corny, but you have to feel good about yourself to be a good leader. No one is going to follow someone who doesn't believe in themselves. Confidence comes from a sound work ethic and from being prepared. If you are going into a game and aren't confident you can win; it's because you know you didn't do what was necessary to prepare!

"Don't ever take a shot you aren't confident you are going to make."

Set a High Standard

If you do everything to the best of your ability, then you can expect it from those you lead. If you are always on time, always work hard, and always put your heart and soul into every practice, workout, and game--then you can expect your teammates and players to do the same. But you have to believe your teammates and players can meet this standard. A good leader will motivate those they are leading to do so. You want to be the type of leader who raises the level of everyone around you. Set the bar high and then lead them to it!

"It is a funny thing about life; if you refuse to accept anything but the best, you often get it."

These are just some of the traits needed to be an effective leader. Whether you are the point guard on a high school basketball team or an assistant college coach, your ability to be an effective leader will dictate your success as well as your team's success.

Alan Stein is the owner of Stronger Team and the Head Strength and Conditioning coach for the nationally renowned, Nike Elite DeMatha Catholic High School boys basketball program. He spent 7 years serving a similar position with the Montrose Christian basketball program. Alan brings a wealth of valuable experience to his training arsenal after years of extensive work with elite high school, college, and NBA players.