



JULY, 2010 MONTHLY REPORT

*From the Executive Director
Tom Hursey*

BCAM 2010-11 MEMBERSHIP:

If you have not re-registered for BCAM for the 2010-11 year (which began June 1st), this will be the last Monthly Report you will receive. BCAM website "login privileges" will be discontinued on July 15th for all 09-10 members who have not re-registered. To re-register, go to our website and click on "JOIN BCAM" or print out a Membership Form under "FORMS" to mail in.

COACHES VS CANCER GOLF SCRAMBLE: The registrations are coming in. Don't wait until the last minute since we plan on filling all 36 spots. You can go to www.bcam.org and check out the event information on the Carousel. This fundraising event will be held on August 9 at the beautiful Walnut Hills Golf Club in East Lansing.

NOTE:

- If you don't have a foursome, you can sign up as an individual and we will put you with a team.
- You don't need to be a BCAM member to play in this event.
- Ladies are welcome. There will be all-women flights and mixed foursomes flights.

DOOR PRIZES:

- You don't have to be one of the winning teams to go home with prizes. There will be many great door prizes for participants.

COLLEGE COACHES:

- MSU men's and women's coaches will be on hand.
- Coaches from other colleges will be attending.

THE 31ST BCAM ALL STAR FESTIVAL WILL BE HELD AUGUST 7: Brighton HS will be hosting the top senior players. See Mr. and Miss Basketball in their last high school game before heading off to college. BCAM members can get into the games free by showing their BCAM Membership Card.

- Girls C/D Game – 11:00 AM
- Girls A/B Game – 1:00 PM
- Boys C/D Game – 3:00 PM
- Boys A/B Game – 5:00 PM



FALL CLINIC – WHAT A LINE-UP! REGISTER EARLY AND SAVE.

Speakers committed to BCAM Clinic:

TOM IZZO - MSU

JAMIE DIXON - PITTSBURGH

BRIAN GREGORY - DAYTON

BRUCE WEBER - ILLINOIS

KEVIN STALLINGS - VANDERBILT

CONNIE YORI - NEBRASKA

TARA VANDERVEER - STANFORD

BOB HURLEY - ST. ANTHONY HS (NJ)

GREG KAMPE - OAKLAND

COLLEEN LAMOREAUX-TATE – GR CATHOLIC CENTRAL

LOU DAWKINS - SAGINAW HS

YOU DO NOT WANT TO MISS THIS CLINIC. SPECIAL DISCOUNTS WILL BE OFFERED.

REGISTRATION FORMS WILL BE MAILED IN EARLY AUGUST.

YOU CAN ALSO REGISTER ONLINE STARTING IN EARLY AUGUST.

TO JOIN the NFHS Coaches Association (and be covered by a \$1 million liability insurance) go to: www.nfhs.org

REACHING HIGHER SHOWCASE

The MHSAA-BCAM Boys Reaching Higher Showcase will take place on Saturday, July 31st @ South Lyon High School. Greg Kelser & Ray Scott are the keynote speakers for the event. The showcase will feature the top players in the state of Michigan. The event will begin promptly at 10:30 AM. BCAM members are invited to attend and observe. COLLEGE COACHES NEED TO SUPPORT THIS EFFORT BY ATTENDING. Admission is \$5 unless you are the coach of a player, then it's free. Additional information may be found at <http://www.mhsaa.com/Sports/BoysBasketball/ReachingHigher.aspx>

COACH WOODEN – Tom Hursey – Executive Director

Basketball has lost a great ambassador of the game with the passing of John Wooden. Many of you probably modeled many of your coaching methods after UCLA's great coach. I know his book, Modern Practical Basketball, was my Bible as I tried to learn about the game of basketball. It covered all aspects of the game and was written in a way that was easy to follow.

Many of you younger coaches have heard the stories of this outstanding coach and probably question the validity. I have been at clinics when he sat on the stage, took his shoes and socks off and showed us how he instructed his players in the fine art of putting on socks and basketball shoes correctly. He did not want his players to get blisters. I have sat around the hotel lobby late into the night listening to Coach Wooden talk about basketball. He would answer any question a coach would ask. Only when a fellow coach pulled him away would he finally head to his room.

I remember a clinic in Grand Rapids when Coach and I were the only ones on an elevator and I asked him to sign my yellow note pad for my son (he was about 1 year old). He signed it "Best Wishes to Todd, Coach Wooden." Years later my wife, knowing that both of our sons were going into basketball coaching, contacted Mr. Wooden. She asked if he would send her another autograph, this time to our other son, Tyler. Not only did he, personally, send us an autograph for Tyler, but he included signed photos of himself, his Pyramid of Success signed by him and enough mementos for my wife to make collages for the three of us. Mine is still hanging in the BCAM Office in my home.

Will another coach ever match his records? Probably not. Will another coach ever have such a positive impact on a sport? Probably not. Is there a better role model for high school coaches? No!

I recommend that young coaches search out any books and articles written by Coach Wooden. You will learn much more about coaching than just the X's and O's. You will learn what it takes to be a success on AND, more importantly, off the court.



John Wooden Quotations

"A coach is someone who can give correction without causing resentment."

"Ability is a poor man's wealth."

"Adversity is the state in which man mostly easily becomes acquainted with himself, being especially free of admirers then."

"Be more concerned with your character than your reputation, because your character is what you really are, while your reputation is merely what others think you are."

"Be prepared and be honest."

"Consider the rights of others before your own feelings, and the feelings of others before your own rights. "

"Do not let what you cannot do interfere with what you can do."

"Don't measure yourself by what you have accomplished, but by what you should have accomplished with your ability."

"Failure is not fatal, but failure to change might be."

"I'd rather have a lot of talent and a little experience than a lot of experience and a little talent."

"If you don't have time to do it right, when will you have time to do it over?"

"If you're not making mistakes, then you're not doing anything. I'm positive that a doer makes mistakes."

"It isn't what you do, but how you do it."

"It's not so important who starts the game but who finishes it. "

"It's the little details that are vital. Little things make big things happen."

"It's what you learn after you know it all that counts. "

"Material possessions, winning scores, and great reputations are meaningless in the eyes of the Lord, because He knows what we really are and that is all that matters."

"Never mistake activity for achievement. "

"Success comes from knowing that you did your best to become the best that you are capable of becoming. "

"Things turn out best for the people who make the best of the way things turn out."

"Be quick, but don't hurry."

"You can't let praise or criticism get to you. It's a weakness to get caught up in either one."

"You can't live a perfect day without doing something for someone who will never be able to repay you."

"What you are as a person is far more important than what you are as a basketball player."

"Winning takes talent; to repeat takes character."

"Talent is God-given. Be humble. Fame is man-given. Be grateful. Conceit is self-given. Be careful."

"The main ingredient of stardom is the rest of the team."

"Success is never final; failure is never fatal. It's courage that counts."

MORE ON JOHN WOODEN:

<http://www.coachingtoolbox.net/filingcabinet/basketball-coaching-john-wooden.html>

Tom Izzo, Michigan State -- NABC President

There is no doubt that John Wooden's impact on college basketball, or the game of basketball period, is second to none. From his "Pyramid of Success" to his incredible 10 NCAA championships, he has demonstrated the ability to teach, win, and achieve success the right way. I have no doubt that every basketball coach has studied or read the Wooden Way. John Wooden and basketball are synonymous, and his love for the game, the players, and the coaches is unsurpassed. I have had the pleasure of meeting Coach Wooden, and his advice has helped to make me a better coach, and to all of those he has touched, a better person. The Wooden family is in our thoughts and prayers.



CROSS-TRAINING IS ENCOURAGED

Pioneering sports surgeon James Andrews has a problem with overuse injuries in young athletes. "We're seeing kids hurt BEFORE they even have a chance to become athletes," Andrews says. Andrews has offered specific recommendations, all common sensical but often ignored. "Encourage your child to be involved in more than one sport," he declares. "Cross-training helps develop their bodies. Don't allow your child to play in more than one league in the same sport in the same season. That's how they get burned out." In all sports, "parents should let children seek their own positions. Everybody can't be a pitcher." But for those who can, Andrews says, "make sure your child learns only two pitches to begin with—a fast ball and a changeup. There's no reason for a child to be throwing a curveball." *Sports Illustrated, June 7, 2010*

Coaching The At-Risk Athlete Presents Opportunity to Make a Difference

by Tito Parker *NFHS – Coaches Quarterly, Spring 2010*

Coaches are driven to make a difference in the lives of students through sports. It's what they do and do well. Every coach has limits on what he or she is willing to sacrifice to create the opportunity for success. The at-risk athlete presents challenges and the opportunity to truly make a difference.

When discussing the at-risk athlete, four issues come to mind:

1. What can the coach do for me?
2. How will this sport or activity affect my life?
3. What are the differences between the coach's expectations and mine?
4. Coaching decisions



What can you the coach do for me?

Coaches and athletes have a unique dual relationship. In counseling, a dual relationship is designed to be mutually beneficial. Coaches need to understand the at-risk athlete and have an answer for "What can you do for me?"

Unfortunately, the scoreboard often becomes the determining factor. We've all read about athletes whose athletic skills are exceptional, yet their off-the-field behavior is criminal. How does this happen? When an athlete goes outside the rules or boundaries set by the coach, the relationship changes. Coaches are required to correct or dismiss the problem.

If a coach allows an athlete to make mistakes of a criminal nature and continue as a team member, the coach opens himself/herself to a variety of potential critics. The answer to "what can you do for me?" becomes "is it worth it?" to both the coach and athlete. The scoreboard should not be the determining factor. When coaches dismiss an athlete, the opportunity may be gone.

What needs to be done to correct the problem? This question is difficult to answer. Coaches and at-risk athletes need to be clear on the coach's expectations before incidents occur. Coaches must determine if

expectations are realistic for the at-risk youth? Are the expectations clearly communicated at school, practice, games and the athlete's life away from sports?

“How will this sport or activity affect my life?”

Most coaches do everything possible to provide the best coaching experience for their athletes. Most coaches believe that their sport teaches lifelong lessons. However, what this means to a coach may mean something completely different to the at-risk athlete. Coaches need to take time to communicate. Coaches have some of the best intentions in the world, but if the results don't meet the intentions, it's time to rethink the intentions.



Former University of Nebraska football coach Tom Osborne made the Unity Council an important part of his coaching. The Unity Council was a sounding board for coaches and athletes. An at-risk athlete may be willing to say something to a teammate that he or she would never say to a coach. The Unity Council may help the at-risk athlete to understand a policy or procedure that the coach feels is important.

What are the differences between the coach's expectations and mine?

Involvement in sports requires a large amount of risk for any athlete. Athletes are concerned if their teammates and coaches don't look like them or talk to them. This is a very real feeling for the at-risk athlete. It can be lonely in the locker room or school hallway. There always seems to be a place for the exceptionally gifted athlete. Is there a place for the ordinary athlete?

Athletic development takes time. What do coaches do to recognize every athlete, every day? Why should coaches subject themselves to this risk? It's a lot easier for the at-risk athlete to not be involved or simply wander away from practice. Often, an at-risk athlete will not tell parents they are no longer at practice. The parent believes it's the coach's responsibility to keep them informed, not the athlete's. It's always too late when both parents and coaches realize this expectation was not met.

Coaching Decisions

Good coaches understand the tremendous power they hold over the life of a student. It is even more profound in the life of the at-risk athlete. One situation that involves an at-risk athlete can impact – for good or bad – how others view the coach and his or her program. In schools, it is amazing the number of interactions students have with each other. Coaches need to know who is friends with whom. One incident does not usually involve only the coach and athlete. How the coach treats the athlete is extremely important – now and in the future. Even if the coach/athlete relationship ends, how will the coach treat the athlete? Bad news always travels fast, especially if it isn't true.

Communication is always the key to interpersonal success. Coaches are required to make thousands of minute-to-minute decisions during the course of a season. Coaches experience the same questions as athletes in regard to playing time, discipline, effort, attitude, school work, parents, etc. The list is endless. Working with the at-risk athlete takes a lot of time. It is sometimes thankless work, until the day comes when the athlete calls and says, "Thanks coach, you made a difference in my life."

ABOUT THE AUTHOR: *Tito Parker is an Outreach Prevention Specialist at East Middle School in Sioux City, Iowa. In concert with the school's principal and probation officer, Parker has developed after-school, before-school and summer programs to support youth and their families. The programs consist of education, college visits, exercise, jobs, financial support, and purchasing food and clothes for youth and their families.*

CLICK HERE FOR 100 WINNING BASKETBALL TIPS:

<http://www.basketballsbest.com/100TipsForWinningBasketball.pdf>

