



June, 2010 MONTHLY REPORT

*From the Executive Director
Tom Hursey*

Summer break is almost here. Use the time wisely. Remember to give your family the time they deserve. Remember to take some down time away from teaching and coaching. Make sure your athletes get some time away from school and you. Summer will go quickly. Don't get to the start of school and wonder why you didn't spend more time away from school.

This has been a very busy year for BCAM. We continue to grow in numbers and in service to coaches and players. More and more opportunities are being offered through BCAM. BCAM has just completed 34 great years. Who would have guessed it would have become the second largest basketball association in the country? Who would have guessed it would offer so many great events and awards to players and coaches? As we start year 35, the board of directors is working hard to continue to lead this association in a positive direction.

Make sure you become aware of all the opportunities available. Below is listed some of the main events this summer and fall. Keep reading the BCAM emails since we are trying hard to communicate upcoming events and deadlines. Go to www.bcam.org for everything you want to know about BCAM. We are about 95% complete on archiving all our past awards and honors.

I will continue to include pertinent articles in my Monthly Reports that I believe are important reading for all coaches. You won't find much x's and o's. What you will find are write-ups that talk about sportsmanship, dealing with parents, developing leaders and much more. Hopefully you will find something that will fit into your basketball program.

At a recent trip to Meijer, I realized what a great one-stop store this is. Having a choice between Walmart and Meijer, I recommend you go with a Michigan-based chain that is a major sponsor of BCAM. Not only do they support you but they are supporters of schools across our state.

Rawlings will be contacting you about a BETTER ball. There were some problems with last year's ball but these problems have been solved and an improved ball is on the way. Don't give up on Rawlings. They have been a big supporter of BCAM for many years and will make things right.

In an effort to keep you informed, you will receive one more Monthly Report, as a 2009-10 BCAM member, in July. This will help schools that plan to renew their BCAM memberships after July 1 (a new fiscal year). After July 15, only paid-up members will be receiving BCAM benefits.

UPCOMING BCAM EVENTS

PLEASE MAKE NOTE OF DATES AND ANY DEADLINES

MEMBERSHIP DRIVE: We are in full swing accepting memberships for 2010-11. Make sure your entire staff is signed up by using the School Special. Last year 300 schools registered all their coaches. A School Membership costs \$80 (\$40 for single-gender schools = special form located on website under FORMS). Members will receive many benefits so sign up now. Go to www.bcam.org and click on JOIN BCAM for registration.

REACHING HIGHER TOP 100 SHOWCASE (BOYS): July 31, 2010. This year's Showcase will be at South Lyon HS. Players have been selected for this event that showcases Michigan's top underclassmen. College recruiters will be in attendance. Players and their parents will be educated about the recruiting process. Don't miss the nomination process for both Boys and Girls beginning in December.

ALL STAR FESTIVAL: The 31st BCAM All Star Festival will be held at Brighton HS on Saturday, August 7, 2010. The top senior men's and women's players will be playing 4 games. Girls C/D – 11 AM. Girls A/B – 1 PM. Boys C/D – 3 PM. Boys A/B – 5 PM. BCAM members can show their membership card for free admittance. For everyone else – all-day tickets are \$5 at the door.

COACHES VS CANCER GOLF OUTING: The 2nd Annual Coaches vs Cancer Golf Scramble will be hosted by BCAM at the beautiful Walnut Hills Golf Club in East Lansing. The date is Monday, August 9, 2010. Registration at 9:30 AM. Tee-off at 11:00 AM. Cost is \$100 per golfer which includes golf and cart on the course that hosted 9 LPGA events in the 1990's. Also included will be dinner, door prizes, gifts, etc. Tom Izzo and Suzy Merchant are the Honorary Hosts of this event. MSU Basketball staffs will be on hand with special door prizes. **More information will be emailed to you. Brochures will be mailed to varsity coaches. You will be able to download a registration form online after June 7 and mail it in. We are contacting BCAM members first so they will have a chance to get in this event before the general public. So get yourself and/or your foursome signed up soon.**

NOTE: College coaches have been invited. This should be a great event to spend a day with basketball coaches to raise money to fight cancer.

BCAM BASKETBALL CLINIC: You will not get more bang for your buck than at this year's Fall Basketball Clinic. The dates are October 1, 2, & 3 at the Causeway Bay Hotel (Formerly the Holiday Inn South) in Lansing. The hotel has undergone renovation and looks great. We will again offer our "get 4 coaches signed up for the price of 3" special. We are also lowering our cost to \$70 for those coaches who register by September 1. Make you plans now to have your entire staff attend this outstanding clinic and weekend. Speakers that have committed at this time are Bob Hurley (long-time high school coach from New Jersey), Kevin Stallings (Vanderbilt), Jamie Dixon (Pitt), Greg Kampe (Oakland), Lou Dawkins (Saginaw High) and Colleen Lamoreaux-Tate (Grand Rapids CC). We will keep you posted when we add more outstanding coaches.

BCAM MEMBERSHIP TOTALS BY REGIONS:

Region 1	197	Region 9	290
Reg 2	93	Reg 10	154
Reg 3	158	Reg 11	205
Reg 4	216	Reg 12	227
Reg 5	265	Reg 13	247
Reg 6	301	Reg 14	203
Reg 7	205	Reg 15	161
Reg 8	207	Reg 16	164
College	140	Others	367 (ADs, administrators, retired coaches, non-coaches, sponsors)
Lifetime	499 (No longer available)		
TOTAL:	4299		



SPORTSMANSHIP AWARD: Suttons Bay in Boys Basketball and Kingsford in Girls Basketball were awarded the Good Sports Are Winners Sportsmanship Award for the MHSAA Basketball Finals this past season. Congratulations to both schools and their fans for showing good sportsmanship.

For the Betterment of the Game

By Mark Uyl, Assistant Director, Michigan High School Athletic Association, mark@mhsaa.com

Whenever a group of basketball coaches get together and the topic of officiating comes up, two things are said over and over. First, there are not enough officials. Second, there are not enough good officials. This is a conversation that takes place among coaches in any sport at all levels. What many coaches don't realize right away is they often can be the most important people in identifying new officials while also giving our current officials the space to learn and grow as they progress each season.

When it comes to recruitment of new officials, coaches are one of the best resources available. If each high school coach could identify and recruit that one graduating senior player each year, encouraging him or her to join the officiating ranks, it would help the long-term health of our game. Each team has one of those players that has a good "feel" for the game of basketball, interacts well with people and knows they want to stay involved in the game once their playing days come to an end. The Michigan High School Athletic Association (MHSAA) has found that some of our very best high school officials are those that have played the game. The advantages these ex-athletes have over those that join the officiating ranks only having watched the game is incredible because running a game properly is much more intuitive to those that have spent time on the court or on the bench.

For recent high school graduates, officiating during the college years is a great way to stay connected to the game, keep in shape and make a considerable amount of money. There are a number of different ways that college students can earn extra money and one of the best ways for former athletes to make extra college cash is to officiate. The MHSAA has developed partnerships with many college intramural programs and officiating courses in our state in identifying and cultivating future scholastic officials.

The other way that coaches can help the game of basketball is by giving those newer and developing officials the chance to work and improve. The MHSAA conducted a survey a few years back of former high school officials, inquiring as to why they left the ranks of refereeing. The first reason by far was a change in job or family status of which we have no control over. However, the second and third reasons were poor sportsmanship on the part of adult spectators and coaches. In other words, the working conditions that officials faced from adults were two of the top three reasons why individuals left the avocation.

Many times I have observed sub-varsity coaches (middle school, freshmen and junior varsity) spending a good portion of the game, or even all of their attention, "working" the officials instead of working with their younger players to develop their games. At these lower levels, the game is often comprised of three inexperienced groups: players that are still learning and developing, coaches that often are just starting out, and officials that generally are in their first five years of working games. If each of these groups could focus more on their own development during games rather than worrying about what the others are doing (coaches not focusing so much on officiating; officials not worrying so much about every word a coach says) we would find that these sub-varsity games would become a better training ground for everyone involved. Our data shows that if we can keep an official working through those first four seasons, we tend to keep that official for a number of years. We have an extremely high turnover among officials in those first few years of officiating, and if we can all work together in making this time a more positive experience, we can keep these folks in the game longer.

When you boil it all down, coaches and officials all truly love the game of basketball and we need to keep working together to make it the best it can be. Coaches can help all of us by identifying new officiating candidates and giving those already working time to grow and learn. The game will only get better and better as we bring as many talented people into officiating as we can, and the best place to start is those that have recently finished their time on the floor. Coaches have helped in this pursuit over the years, and we encourage you keep helping us find more officials that can continue making the game of basketball as good as it can be.

Mark Uyl is the Supervisor of Officials for High Schools in the state of Michigan.

LOOK FOR PISTONS SPECIALS THIS COMING FALL:

The Pistons are putting the finishing touches on another VIP program for coaches to get discounted tickets. Also, they will be signing up preliminary games at the Palace. BCAM will email you notification as soon as the Pistons pass the information onto us.

REMEMBER THIS MEMORIAL DAY

It is the **VETERAN**, not the preacher, who has given us freedom of religion.

It is the **VETERAN**, not the reporter, who has given us freedom of the press.

It is the **VETERAN**, not the poet, who has given us freedom of speech.

It is the **VETERAN**, not the campus organizer, who has given us freedom to assemble.

It is the **VETERAN**, not the lawyer, who has given us the right to a fair trial.

It is the **VETERAN**, not the politician, who has given us the right to vote.



FOOD FOR THOUGHT: “One of the reasons it is getting more and more difficult to conduct school as we have in the past is that students who bring middle-class culture with them are decreasing in numbers, and the students who bring the poverty culture with them are increasing in numbers.” *Dr. Ruby Payne*

12 SIMPLE YET SIGNIFICANT DAILY TO-DO'S FOR LEADERS

SHERIDAN COLLEGE GENERALS—Coach Steve Smiley

1. Be the hardest worker at practice today. Without fail, one of the quickest ways to impact a team is with your own work ethic. Choose to be one of the hardest workers on your team today. Not only does it set the tone for the work ethic of your program, it is also one of the best and quickest ways to enhance your leadership credibility with your teammates and coaches.

2. Be a spark of energy and enthusiasm today. Let your passion for the sport shine through today. Spread a contagious energy and enthusiasm amongst your teammates. Think about how lucky you are to be able to play and compete. Remember back to when you were a young child and reconnect with the joy you played with back then. Make your sport fun again for yourself and your teammates.

3. Model mental toughness today. Because your teammates will look to you under pressure, adversity, and stress, be sure to model mental toughness today. Bounce back quickly after errors to show your teammates how to respond to negative situations. Maintain your poise and optimism despite any mistakes you might make so that your teammates can trust and rely on you to get them through the tough times.

4. Connect with a teammate today. Leadership is all about relationships. Invest the time to build and strengthen the relationships you have with each of your teammates. Inquire about their day, challenges, and goals. Make a special and ongoing effort to get to know every athlete on your team, not just your friends and classmates. The relationship building you do each day will pay off immeasurably down the road.

5. Compliment a teammate today. Be on the lookout for teammates who are contributing to your team. Call out a teammate for making a hustle play, pushing through a weight workout, recovering quickly from a mistake, getting an A on an exam, etc. Praise the actions and attitudes you want to see repeated. As Mother Teresa once said, “*Kind words are short and easy to speak but their echoes are truly endless.*”

6. Challenge a teammate today. Challenge at least one of your teammates today. Positively push them and yourself to make the most of your workout. Make a friendly wager to see if they can be successful at least 4 out of 5 times in a drill. See if you both can improve your times in conditioning. Offer to stay after to help if there is anything they want to work on. Good leaders consistently invite, inspire, and sometimes implore others to greatness.

7. Support a teammate today. Odds are, at least one of your teammates is struggling with something today – it could be a performance slump, a rocky romantic relationship, a disagreement with a coach, an unglamorous role, struggling with a class, or a sick family member. Good leaders are consistently on the lookout for teammates who might be struggling and are ready to offer an ear to listen, an encouraging word, a pat on the back, or a shoulder to cry on.

8. Constructively confront negativity, pessimism, and laziness today. As a leader, have the courage to constructively confront the negativity, pessimism, and laziness that will crop up on your team from time to time. Instead of fueling the fire by joining in or silently standing by, be sure to refocus your teammates on solutions rather than dwelling on and complaining about the problems. Left unchecked, these problems can quickly grow to distract, divide, and destroy your team.

9. Build and bond your team today. Team chemistry naturally ebbs and flows throughout the course of the season. Take the time to monitor and maintain your team's chemistry. Let your reserves and support staff know how much you appreciate them. Stay connected and current with each of the natural sub-groups on your team. Douse any brush fires that might be occurring and continually remind team members about your common goal and common bond.

10. Check in with your coach today. Invest the time to check in with your coach today. Ask what you can do to best help the team this week. Find out what your coach wants to accomplish with today's practice. Also discuss if there is anything your coach is concerned about regarding your team. Discuss your collective insights on your team's chemistry, focus, and mindset. Work together to effectively co-lead your team.

11. Remind your team how today's work leads to tomorrow's dreams. It's easy to get bogged down during your season with monotonous drills, tiring conditioning, and demanding workouts. Remind your teammates how all the quality work you do today gives you a distinct advantage over your opponents. Help them see and even get excited about how today's hard work is a long-term investment in your team's goals, rather than just a short-term hardship or sacrifice.

12. Represent yourself and team with class and pride today. Leaders have the awesome privilege and responsibility of representing their teams. Take advantage of this opportunity by representing your team with class and pride today. Hold a door open for someone, sit in the front rows of class and actively engage in the discussion, say please and thank you, dress in respectful attire, etc. These tiny pushes represent you and your team with class and distinction. And they ultimately set you up for a lifetime of respect and success.

The Inventory of Success

- Successful athletes earnestly want to succeed, and they do something about it.
- They set goals for themselves.
- Successful athletes realize that everything worth having in athletics has a price-tag in terms of training and competitive effort. They understand that success has its cost, but they pay their way knowingly, keeping their eyes on their goals.
- They realize their future success in the final analysis will depend upon their own personal efforts.
- Successful athletes consider work a privilege, not a chore.
- They accept personal responsibility for their own success.
- Successful athletes don't depend upon luck, They know that success goes only where it's invited.
- They know that willpower, not magic, turns dreams, into reality.
- Successful athletes have a high frustration tolerance. They don't become discouraged at temporary setbacks. They learn from these setbacks and look ahead to the next competition with optimism.
- They don't waste time thinking the grass is greener on the other side of the fence. They don't complain about what they haven't got. They develop to the maximum what they have.
- Though willing to change for the better, successful athletes do not flit from one training method or technique to the other from day to day. They
- Determine a long-range course of action and follow through on it with faith in its effectiveness.
- Successful athletes profit by their own mistakes, and they profit by the mistakes of others.

- They avoid negative thoughts and defeatist thinking.
- Successful athletes don't have head-trouble, but they do have guts.
- They are totally reliable and responsible in training matters.
- They don't alibi. They know the best excuse is the one you never make.
- Successful athletes set examples for others.
- They are cooperative with both coaches and teammates.
- Successful athletes are by far the easiest to coach.
- They are not injury prone. They have far fewer injuries than the less successful.
- Successful athletes are enthusiastic. They generate their own enthusiasm. They don't grumble, moan, groan, and complain.



Athletes who fail tend to be cynical. They believe their coaches are not leading them properly. They are unwilling to be impressed or inspired. This is expected of the phony, the snobbish, the pseudo-intellectual, but it dooms an athlete when the coach tries to inspire him and he just sits there saying this is a lot of nonsense. The good athlete does not ridicule the capacities and the ideas of the coach ... HE RESPONDS!

D1 Basketball Coaching Lessons Learned

This list is from “100 things I’ve learned from coaching at the college level” by Phil Beckner, Weber State University Assistant Coach. phillipbeckner@weber.edu

This is the third part of three parts of this project. You can find parts 1 and 2 in previous month’s BCAM Newsletters.

Basketball:

- 67) It’s hard to make time to work on situations but always keep your last second plays the same and have them rehearsed regularly
- 68) Keep your ballscreen defense simple. Have a game plan, but be ready to adjust
- 69) When you plan to “hedge” ballscreens, bigs want to “hide” behind the screener and then jump out to hedge—teach “inside hand to screeners outside hip” This allows bigs to show chest and not be late on the hedge
- 70) Have a plan for FT blockouts. Where you put each guy and which side you double with.
- 71) If you play man and zone during games and you’re not sure which is best, ask players how they want to guard- it keeps them aggressive, and it puts it on them! They buy in to guarding more!
- 72) Penetrate and kick is the best offense in college basketball
- 73) If you are a set play team and do not want to “dummy” every set during practice then emphasize
A) Great pace and B) Great Screening
- 74) If your post players aren’t great at scoring at the block: “cut and fill” instead of “stand and space” keeps the help defenders occupied w/movement
- 75) Do not let players throw back on a 2on 1...most times it ends up as a charge!
- 76) Take 2 to 3 min to emphasize a core principal when warming up. We closeout, and stay down on

shot fakes before we shoot in post/perimeter EVERYDAY.

77) In scouting: players care more about opponent's personnel than the actions the team is running. They will remember other player's tendencies because they want to be better than that player! Be detailed about this.

78) Practice "bluffing" or "stunting" (quick/fake help) every week in a variety of ways/situations. Players will start to see more opportunities to do this during live action.

79) Some of the best UOB actions have multiple options once the ball is thrown in (double screen, single double, etc)

80) It's important to drill defensive principles/defensive actions **every day!** "Practice what you emphasize"

81) 3 keys to be in every game: transition defense, rebounding, turnovers!

82) Work on transition defense everyday...our mindset is: "we run-they don't"

83) "Simple plays are great plays"...you don't need a homerun to be successful

84) Work on blockout situations: it is the end of the shot clock and bigs have had to help on penetration, who blocks out who? (Situations: scramble mode, switching screens, transition, etc.)

85) You have to DRILL "help the helper" all year long. It has to become habit and instinct. Drill it in a variety of ways.

86) Teach players every detail for your sets. They need to know exactly what you want, when you want, and where you want! (screening, cuts, passes, operational areas, timing)

87) Going for shot fakes will result in points or fouls almost 90% of the time.

88) "Shooting Passes" against a zone are a must. Make sure players are throwing passes players can shoot off of, you can't have a poor pass take a guy out of a shot.

89) Look for common "themes" in scouting opponents. Use this for team prep. Players understand it better, and will identify the "giveaways" ex: dribble lead to wing: screen under/screen down, a guard sitting at the block: stagger screen action, last 15 seconds of shot clock: random ballscreen

90) When guarding motion: tell players to engage in the entire action, not just guarding their man

91) Post players need to be "active defenders". Do more than one thing in a possession! ex: hedge ballscreen, recover to man, bluff help on penetration, discourage post entry pass, then box & rebound!

92) Rebounding-the more you chase the more you get.

93) Post Players can not just watch the shot go up while getting back in transition defense, teach them to box the players running into offensive glass-this is where we give up a lot of offensive rebounds!

94) Teach "ready for the next play" do not let players stand after passing, SPACE for the "next play". This is harder to guard, and gets players more shots.

95) Find common terminology for your entire staff and players to use. Different terms/teaching points can result in confusion.

96) Have a counter play or 2nd option for your best play

97) Make sure to have a “come from behind” plan. Even if you are not a pressing/trapping team, you have to have something for the last 2 minutes if you are behind.

98) Individual workouts: It’s a great time to send the same message your head coach tries to send to specific players. Ex: driving the ball more vs. shooting more, shot selection for shooters, finishing w/the weak hand etc.

99) Practice and emphasize “game changing plays”. Ex: Taking a charge, Offensive rebound kicked out for 3, chasing down a wide open lay-up, offensive rebound at the FT line. FIND momentum changers!!!

100) Always look for a new “competitive” drill (keeping track of time or score) late in the season. It helps keep practice fresh and players look forward to it.

FRONT ROW

From www.charactercounts.org



YOUTH SPORTS

Which Country Has the Worst Sports Parents?

A Reuters/Ipsos survey of 23,000 adults in 22 countries found that more than 35 percent of adults worldwide have witnessed a physically and/or verbally abusive parent at a children’s sporting event.

So, where is the most unsavory behavior and conduct observed?

Could it be Italy, whose fans are known to be rather overzealous? (Nope, but they were third with 55 percent of respondents witnessing unsavory parental behavior.)

How about Argentina, whose soccer fans are renowned for their extracurricular activities? (Uh-uh, they were fourth at 54 percent.)

Ah, then it must be Australia. They can be a might rowdy. (Nah, they were sixth at 50 percent.)

Unfortunately, the statuette for worst parent conduct went to the U.S. with a shameful 60 percent.

“It’s ironic that the United States, which prides itself in being the most civilized country in the world, has the largest group of adults having witnessed abusive behavior at children’s sporting events,” said John Wright, Ipsos senior vice president.

Here is the entire list from worst parents (top) to best parents (bottom):

United States (60%)
India (59%)
Italy (55%)
Argentina (54%)
Canada (53%)
Australia (50%)
Spain (42%)
Belgium (39%)
Great Britain (37%)

Sweden (35%)
Germany (35%)
South Korea (34%)
Poland (32%)
China (31%)
Brazil (31%)
Russia (30%)
Netherlands (28%)
France (26%)
Japan (25%)
Mexico (25%)
Czech Republic (24%)
Hungary (16%)



[marketwire.com, 4/7/10]

It's Time Parents Acted Like Children

Staff writer Robert Bird Brown posed an intriguing question in Westminster, Maryland's *Carroll County Times*: "What if sports parents behaved like kids?"

What would such a world look like? For one, you might see parent referees in the stands to enforce spectator rules. If a parent accumulates too many fouls, the opposing team could get a free shot or the home team would have to take a player off the field.

You might see a parent help an opponent off the field or hear a parent compliment an opposing player for a good play.

You might see a child give feedback to her parents for their performance. "Mom, I can't believe you yelled at the referee!" or "Dad, did you have to embarrass me by banging on the glass after we scored?"

And what might you see after the game? "Wouldn't it be something," Brown wrote, "if parents lined up for the ceremonial handshake and shook hands with one another?"

[carrollcountytimes.com, 2/21/10]



Extreme Makeover: Sportsmanship

Five years ago, the goal of Pratt High School in Pratt, Kansas, was to join a bigger and better league. The problem was no league wanted them because of their long rap sheet of poor sportsmanship.

Superintendent Dr. Glen Davis, along with Activities Director Curtis Nightingale, decided to clean up their reputation. Their remarkable turnaround serves as a model for other schools who've dug themselves into a hole, character-wise.

First, Nightingale met with leaders of the student section, who told him, "Our job is to make the opponent afraid to come here and play."

Nightingale said they were wrong. "They should fear us because we're good, not because our fans are belligerent."

He next met with parents and community leaders and went on a speaking circuit in which he asked, "Are you fans or officials?" Gradually, the community came around.

"We said our community needs to be an example of positive sportsmanship, and we wanted each governing entity to adopt it," Superintendent Davis told *The Pratt Tribune*. During the next five years, a sportsmanship coalition was formed among the Pratt and Skyline school districts, the Pratt Recreation Department, and Pratt Community College.

"People think [sportsmanship] is your cheerleaders, but it's your community, how your fans act in the stands, the politeness of your band in coordinating with another band, your cheerleaders leading positive cheers, your pep club section."

If an organization or program doesn't adhere to Pratt's guidelines, "There's not a place for you to play in this community," Nightingale told the community. "It's a united front that we present."

The results were impressive. In 2009 and 2010, Pratt received tournament sportsmanship awards, and this year Pratt was invited to join the Central Kansas League for the 2010-11 school year.

"One of the first questions they asked was 'What have you done about bad sportsmanship at your school?' because they all knew," Nightingale said.

For the first time in years, he was able to lay out in detail all the things they had accomplished.

[pratttribune.com, 4/7/10]