



MAY, 2011 BCAM MONTHLY REPORT

From the Executive Director

Tom Hursey

NATIONAL ANTHEM – If the tune is changed, if the words are changed, if the singer is more about himself/herself than what he/she is singing, **is it still our National Anthem?** I don't know about you but I am tired of hearing renditions of our National Anthem that do not resemble the great song that represents pride in our nation. Give me a military choir, a children's choir or a college band singing or playing this great melody any day over the shrieks and yelling that some singers display.

BCAM HOSPITALITY ROOM AT THE BRESLIN – The ever popular BCAM Hospitality Room was again a big success at the boys' state finals as more than 500 coaches, officials and guests attended. Tours of the MSU Basketball Offices were available as well as NOAH Shooting Evaluations. Snacks and drinks, along with sub sandwiches for lunch, were served. I would like to extend a big thank you to Nate Hampton and the MHSAA. They split the cost of this event with BCAM. Since we service so many people, it is a rather expensive event and BCAM appreciates the assistance from the MHSAA.

REACHING HIGHER SHOWCASE IS SET TO GO - The MHSAA-BCAM Reaching Higher Showcase will take place on July 23rd [Girls Event] & July 31st [Boys Event] @ South Lyon High School. If you are interested in coaching at the event, please contact Coach Conley & Moffit at reachinghighershowcase@gmail.com.



JOB OPPORTUNITIES AVAILABLE ON BCAM WEBSITE – ADs and coaches: Looking for a new job or looking for a new coach? You can use the JOBS page on the BCAM Website www.bcam.org. Questions? Contact Amy Heydenburg at amy@bcam.org.

Be sure to check out the BCAM website's **CAMPS/CLINICS** and **COMPETITIVE EVENTS** tabs for summer camps, shootouts and 'games needed' for this next season. You can post your own events there also.

WELCOME BACK MR. BASKETBALL 1997-98 – After spending the last 13 years in the state of Indiana, Dane Fife is returning. Tom Izzo has added Coach Fife to his coaching staff at MSU. Dane was named BCAM's Mr. Basketball after his senior season at Clarkston HS. He went on to star for Indiana and Coach Bob Knight. Most recently Coach Fife was the head coach at IPFW. Dane replaces Mark Montgomery who is now the head coach at Northern Illinois. BCAM wishes both Dane and Mark the best in the future.

2ND ANNUAL COACHES VS CANCER GOLF SCRAMBLE – Every member was recently sent an email about the BCAM Coaches vs Cancer Golf Scramble to be held on Monday, August 8 at Walnut Hills GC in East Lansing. We anticipate filling all of the 144 golf openings so you need to sign up soon if you plan on playing. Go to www.cvcgolf.org for details and online registration.

"YEAR IN REVIEW" BOOKLET AVAILABLE SOON – BCAM is trying something new for the members. We will be sending out our first "Year in Review" booklet that will list all the award winners during the 2010-11 basketball season. Even though all these awards are listed on the BCAM website, you will now have a hard copy for easy access. A 2011-2012 membership form will also be included in the booklet for you to use unless you decide to renew your membership online. **The new BCAM membership year begins June 1.**



BOCCC REPORT – Members of the Basketball Officials and Coaches Communication Committee (BOCCC) have been asked to submit articles for the Monthly Report. Here is a report from long-time committee member Bruce Keeling from Reading, MI:



Andy Joseph

Here is a question and answer session with Andy Joseph who just worked his first boys' final. Andy is a 35 year old accountant who lives in Grand Ledge and worked the 2011 Boys Class "A" Final in which Kalamazoo Central defeated Detroit Southeastern 46-42.

BK: Describe how you felt working your first Boys Basketball Final.

AJ: It was great. I worked a Girls Final in 2007 and that was great. The larger crowd at the Breslin Center added to the nervous feeling. I really just wanted to make sure that I didn't mess up.

BK: How did you get rid of the nerves?

AJ: Once I made my first call the nerves went away and it became more like a regular season game.

BK: Had you worked previously with your partners John Creek and David Jones?

AJ: I had worked a couple of games with each of them and that helped because I knew what to expect from them. They are good officials.

BK: What type of training had you done to prepare you for your finals game?

AJ: I have been to several camps in the summer. The Capital Area Officials Association has a lot of scrimmages where I worked in front of observers and our in season meetings have been very helpful.

BK: What specifically have you taken from your meetings that helped you in the tournament?

AJ: All of the plays, situations and how to handle them have helped me anticipate what might be coming next. It also helps me stay calm and confident.

BK: Do you deal with the coaches in a game of that magnitude differently than you might a regular season game?

AJ: Yes. I think I work to understand that the coaches and players have a lot on the line and their adrenaline might be pumping a little. I try to be ready to communicate with them to help them relax and do their best job.

BK: What did the MHSAA staff do to make your finals experience a good one?

AJ: Everything that they did was first class. They met us at the door and escorted us wherever we wanted. They had food and drinks and really made sure that we had whatever we needed. It was a great time and the MHSAA staff does a great job.

BK: To wrap up our interview, what can you take away from your finals experience?

AJ: It was an experience of a lifetime. Working a final is something that every official strives for and I was fortunate to work one. It is something that I will never forget.



CAP VOUCHERS AVAILABLE - Thanks to Rawlings and the Reaching Higher Program offered by BCAM and the MHSAA, we are able to offer \$45 vouchers to BCAM members. These vouchers can be used to reduce the \$60 cost of the Coaches Advancement Program (CAP) offered by the MHSAA. FOLLOW THESE STEPS to receive your voucher:

- Coaches must be a BCAM member and be ACTIVELY coaching at any level.
- EACH COACH must make a request to Amy at amy@bcam.org for their own personal voucher. We will mail you your voucher.
- You can use the voucher for any one of the 6 CAP level programs.
- Go to www.mhsaa.com for the upcoming CAP schedule.



FROM THE PRESIDENT: Salute To The BCAM Process - Matt Schelich (Kingsley HS)

I always find it interesting to see the various recognitions that basketball players and coaches receive each spring. As you know there are numerous sources of all-state teams and all-star teams. Media or event personnel do most of these selections. I salute the process that BCAM uses, because it involves input from coaches to nominate and select the players and coaches for recognition. The process that BCAM uses involves the player's coach nominating their player(s), and then a group of BCAM coaches (regional representatives) gather to discuss and hash out the BCAM All-State and All-Star teams.

This is a rather involved task. For a player to receive such recognition means that they have coaches, other than their own, speaking up on their behalf. This level of involvement means that those players and coaches receiving recognition have definitely earned it. Obviously some players show up on all the various media listings, others maybe only show up on one list, but it is encouraging to me to know that those players listed on one of BCAM'S list have the endorsement of their coach, as well as other coaches in their area.

Likewise it can be said for other BCAM awards, such as Regional Coach of the Year and Mr. & Miss Basketball. Again, the BCAM process involves the input from its coaches. So for those of you that are involved with making these positive things happen for our players: good work and keep it up. Coaches having a voice, and using it to make a difference is what makes the BCAM process a good one.

The next step is to get more coaches to step up and help this process to grow, so we can continue to be the premier source of player and coach recognition in our state. This all starts by having members; so be sure to help spread the word about this great organization and get all those involved with your programs to become BCAM members.

Developing Yourself as a Coach

by Rich Czeslawski, NHSBCA Communications Director

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This year's Final Four marks the 10-year anniversary of an epiphany in my coaching journey. I was attending the NABC Convention at the Final Four as a young college assistant eager to make my mark. I had been in coaching for all of about 5 years, so naturally I knew EVERYTHING I needed to know about the profession! Between clinics I stopped in a TV lounge and watched an interview with Coach John Wooden in which he said, "It's what you learn after you know it all that counts." Those words struck a chord in my brain and resonated throughout my body. Here was a man, who I was certain had forgotten more about basketball and coaching than I knew, talking about how he continued to learn and develop as a coach. At the very next clinic I sat behind a man with a binder full of notes that looked like it was about to bust at the seams. He was feverishly writing throughout the entire clinic, hanging on every word uttered by the speaker. As I walked out of the clinic, I glanced back to see that it was Coach Don Meyer still sitting there finishing up his note taking. I was floored. I had just witnessed two of the greatest legends in our profession in action, and they were concerned with learning more about the game!

I am eternally grateful to have had this experience so early in my career, but it is never too late to get started! Here are five great ways to work on developing yourself as a coach no matter how experienced you are:

1. Get involved with a Coaching Association

The NABC, WBCA, NHSBCA and many states have Basketball Coaches' Associations that unite coaches and provide excellent resources for coaching development. The NABC's Professional Development Series Clinic at the Men's Final Four is a great example of the opportunities provided to members of these Associations. In addition to great resources, the networking opportunities are endless. Sign up, get involved, and reap the benefits!

2. Get organized

Develop a system that works for you. You will be amazed at how quickly you can accumulate great information, and you will want to have a way to organize it so you can find what you need quickly and easily. The computer is a fantastic tool for organizing coaching resources. I use Fast Model Technologies' suite of products (FastDraw, FastScout, and FastPlan) to organize everything from plays drawn on the back of a napkin to scouting reports and practice plans. It allows me to keep everything in one place and retrieve what I need with just a couple of clicks. It is also a great idea to invest in a scanner so you can add hard copies of resources to your electronic library for easy reference. Having a system in place before the information starts rolling in will allow you to stay organized and save you valuable time in the long run.

3. Find a mentor/ be a mentor

Whether you are just starting your career or have been in the game for years, mentorship is invaluable to



coaches. I have been blessed with several great mentors who I owe a great deal to. They have provided me with ideas and insights while allowing me to develop my own philosophy. Having a resource to go to outside your program who can lend an objective opinion is a great way to gain perspective. Being a mentor is a great way to give back to the game, and helps you continue your development by making you reflect and think through the advice you offer.

4. Attend clinics

With the massive amount of information available on the Internet these days; it seems that clinic attendance drops more and more every year. Avoid this trap! While the information that is out there is good and very convenient, there is no substitute for being in a gym with fellow coaches trading ideas and philosophies. If you get one idea from a clinic that you can use with your team, it makes it worth the price of admission. Many times the ideas you get come from other clinic attendees as much as from the speakers themselves.

5. Work summer camps

Target several summer camps in your area, or plan a trip to visit camps in other parts of the country. Working a camp is a great way to work on your teaching methods, learn from others about different ways of teaching the game, and be exposed to different types of players. In addition, the down time spent with other coaches at the camp is a great time to learn and to build relationships with your colleagues.

We are in a profession that allows us to have a profound impact on the lives of those who play for us, and the best teachers have the greatest impact. In order to be a great teacher it helps to be a great learner. Continuing to learn about the game and methods of teaching it from other coaches will make you a better coach and allow you to be more effective in reaching your players.

Thoughts on Individual Workouts

By Ryan Krueger

Former Assistant Coach for the NJ Nets

These days we are consumed with athleticism. Bigger, stronger, faster, quicker is a way of life. At times we pass over highly skilled guys in favor of a better athlete.

The world is showing us that even though we invented the game, we no longer dominate the basketball landscape. It's clear that we have the best athletes in the world, but not the most skilled players anymore. I think a change is coming in the game. I think soon, athletes will be so prevalent that we will get back to placing a bigger emphasis on players' skill levels.



TEACH DETAIL! This is the time for players to learn the small things. If we do not teach them now, if we do not hold them accountable now, when do we expect them to get it? We tend to let a lot of little things slide in workouts. **Detail, Repetition, Repeat!**

I am a firm believer that you **must maximize the limited individual workout time you spend with your players.** You must make the most out of every second you have with them because it is never enough. Have as few players in a workout as is absolutely necessary. If you have 4 players working at a time, it just makes sense that your time will be split 4 ways and the repetitions the players get will be split 4 ways. I prefer having one player in a workout at a time so that he gets all of the shots, all of the reps, and all of my attention. I don't want players standing around or waiting in line while another player is taking his turn. That's not maximizing our time.

I know we as coaches love to make players run in workouts, but we have to ask ourselves what are we after? Are we here to condition them or here to use what precious time we do have to develop their skill level? My emphasis is NOT on conditioning. It's not why I'm there. **They are there to improve their "skill level," to learn something, to add something to their game.** If they are out of shape, find a way around their conditioning to still get the same amount of skill work in. Conditioning is important and you can't allow your players to be dogs, but you can't take time out of skill work to devote to conditioning. Off season condition

should not be your worry. It should be left up to the players themselves or your strength and conditioning coaches.

Do not do drills just because you saw someone else do them.

Some NBA coaches have some bad drills and some high school coaches have some outstanding drills.

Think about what skills are most important to your players and think about what drills teach them those skills.

You can work on too many skills each day. **If you want them to get a good feel for the skill you are working on, they must get multiple reps during that workout**, not just 5 minutes and on to the next skill. If you workout for an hour, and work on ball handling, dribble moves, spot shooting, shooting off the dribble, shooting in transition, post moves, logo moves, etc., what has your player learned? What has he added to his game? Nothing. He will probably forget most of what you worked on because nothing was drilled home to him.

Recognize that you cannot teach a player everything. Give them one or two moves in a situation that they can become comfortable with. For example, in the post, players need one move over each shoulder and a counter over each shoulder. Unless they are Tim Duncan, they probably will not be effective with any move if they practice too many. A 'jack of all moves, master of none' is probably a poor post up player.



Do not keep the players on the floor longer than they should be there. Maximize their time. Have them work quickly, work hard, and be done.

Teach quickly, get your point across, and get them working again. Do not have them standing listening to you when they should be working. Don't let them 'dry up.' You aren't speaking at a clinic; you are working out a player.

In a workout, we want to **teach players MENTAL QUICKNESS.** Our bodies are not all equal, and neither are our minds. Regardless of what physical gifts you have been given (size, speed, strength...) being mentally quick makes up for a lot of physical limitations

Notes from Dale Brown's Readings on Leadership

1. No leader is exempt from criticism, and his humility will nowhere be seen more clearly than in the manner in which he accepts and reacts to it.
2. Anyone who steps into the arena of leadership must be prepared to pay a price. True leadership exacts a heavy toll on the whole person and the more effective the leadership, the higher the price! The leader must soon face the fact that he will be the target of critical darts. Unpleasant though it may sound, you haven't really led until you have become familiar with the stinging barbs of the critic. Good leaders must have the thick skin.
3. Every leader must develop the ability to measure the value or worth of criticism. He has to determine the source and the motive, and he has to listen with discernment. Sometimes the best course of action is to respond to criticism and learn from it. Other times, he must be completely ignored.
4. It is impossible to lead anyone without facing opposition.
5. It is essential to face opposition in prayer.
6. Few people can live in the lap of luxury and maintain their spiritual, emotional, and moral equilibrium. Sudden elevation often disturbs balance, which leads to pride and a sense of self-sufficiency and then, a fall. It's ironic, but more of us can hang tough through a demotion than through a promotion.
7. The man who is impatient with weakness will be defective in his leadership. The evidence of our strength lies not in streaking ahead but in a willingness to adapt our stride to the slower pace of our weaker brethren, while not forfeiting our lead. If we run too far ahead, we lose our power to influence.
8. No matter how strong a leader you are, you will experience times when the cutting remarks really hurt.

9. You must be determined to apply massive common sense in solving complex problems.
10. You must be willing to accept the simple fact that you have flaws and will need to work every day to become a better leader than you were yesterday.
11. We must never build pyramids in our own honor. We must not fall victim to pompous, self-serving practices.
12. Beware of the treacherous person who pledges loyalty in public then spreads discontent in private. Make every effort to identify and remove them. Leaders are often betrayed by those they trust most.
13. Do not delegate an assignment and then attempt to manage it yourself-you will make an enemy of the overruled subordinates.
14. Worthy leaders accept full responsibility for all assignments-even those they have delegated to their subordinates.
15. A wise leader expands his influence and ability to serve the company only through the art of delegation.
16. Know that your most worthy efforts will be scorned by your peers, for it is they who suffer most when you excel.
17. Regardless of the conditions under which a former leader departs, the new leader should neither encourage nor tolerate disrespectful talk of him. Speaking ill will not change past events or serve to further understanding. It will most certainly tarnish the stature of a new leader.
18. As a leader who achieves greater success, the jealousy others feel for him intensifies.
19. Good workers normally achieve what their leaders expect from them.
20. Leaders should remember that hospitality, warmth, and courtesy will captivate even the most oppressive foe.
21. Leaders should always aim high, going after things that will make a difference rather than seeking the safe path of mediocrity.
22. The leader teaches by example rather than by lecturing others on how they ought to be.
23. By being selfless, the leader enhances self.
24. When leaders become superstars, the teacher outshines the teaching.
25. The leader does not take all the credit for what happens and has no need for fame. A moderate ego demonstrates wisdom.
26. If you measure success in terms of praise and criticism your anxiety will be endless.
27. To become more profound, give up your selfishness. Let go of your efforts to be perfect or rich or secure or admired. Such efforts only limit you.
28. When I give up trying to impress the group, I become very impressive. The less I make myself, the more I am.
29. The flashy leader lacks stability. Trying to rush matters gets you nowhere. Trying to appear brilliant is not enlightened. Insecure leaders try to promote themselves. Impotent leaders capitalize on their position.
30. Too much force will backfire. Constant interventions and instigations will not make a good group. They will spoil a group. Force will cost you the support of the members.
31. Being open and attentive is more effective than being judgmental. This is because people naturally tend to be good and truthful when they are being received in a good and truthful manner.
32. The leader cannot be seduced by offers or threats. Money, love, or fame-whatever gained or lost do not sway the leader from center.
33. The fewer rules the better. Rules reduce freedom and responsibility. Enforcement of rules is coercive and manipulative, which diminishes spontaneity and absorbs group energy.
34. The more coercive you are, the more resistant the group will become. Your manipulations will only breed evasions. Every law creates an outlaw.
35. Good leadership consists of motivating people to their highest levels by offering them opportunities not obligations.
36. Knowing that you do not know everything is far wiser than thinking you know a lot when you really don't.
37. The wise leader models spiritual behavior and lives in harmony with spiritual values.
38. The wise leader knows that yielding overcome resistances, and gentleness melts rigid defenses.
39. A leader must endure a great deal of abuse. If the leader were not like water, the leader would break. The ability to be soft makes the leader a leader. This is another paradox; what is soft is strong.
40. Interfere as little as possible. Interference, however brilliant, creates a dependence on the leader.
41. Many leaders spoil the work just as it nears completion. They get eager. They get invested in certain outcomes. They become anxious and make mistakes. This is a time for care and consciousness.
42. A wise leader stays in the background and facilitates other people's process. The greatest things a leader does go largely unnoticed. Because the leader does not push or shape or manipulate, there is no resentment or resistance.
43. There is a vast difference between being aware of the details and being lost in those details. The individual who is able to stand back being fully aware of the facts and yet not lost in them is the one best equipped to lead.
44. Lack of morale and discipline is the most contagious and destructive disease that can ever enter your company.
45. Do not expect everyone to agree with you even if you are the boss.
46. When you must be overly persuasive in gaining support for your decision, it's usually a sign of a bad one.
47. Know that your most worthy efforts will be scorned by your peers, for it is they who suffer most when you excel.
48. A leader with followers who always agree with him reaps the counsel of mediocrity.
49. Great leaders never take themselves too seriously.
50. As a leader achieves greater success, the jealousy others feel for him intensifies.
51. Leaders should never rush into confrontations.
52. The ability to make difficult decisions separates leaders from followers.

53. Good workers normally achieve what their leaders expect from them.
54. Leaders are often betrayed by those they trust most.
55. The leader shows that style is no substitute for substance, that knowing certain facts is not more powerful than simple wisdom, than creating an impression is not more potent than acting from one's center.
56. Silence is a great source of strength.
57. Enlightened leadership is service, no selfishness. The leader grows more and lasts longer by placing the well being of self alone.
58. When a person is calm, complex events appear simple. To know what is happening, push less, open up and be aware. See without staring. Listen quietly rather than listening hard. Use intuition and reflection rather than trying to figure things out. The more you let go of trying, and the more open and receptive you become, the more easily you will know what is happening.
59. The wise leader speaks rarely and briefly. The leader teaches more through being than through doing. The quality of one's silence conveys more than long speeches. The leader who knows how to be still and feel deeply will probably be effective, but the leader who chatters and boasts and tries to impress the group has no center and carries little weight.
60. The flashy leader lacks stability. Trying to rush matters gets you nowhere. Trying to appear brilliant is not enlightened. Insecure leaders try to promote themselves. Impotent leaders capitalize on their position.
61. Too much force will backfire. Constant interventions and instigations will not make a good group.