

# NOVEMBER, 2011 BCAM MONTHLY REPORT

Tom Hursey – Executive Director



## FROM THE EXECUTIVE DIRECTOR –

Opening day is just around the corner. Everyone is undefeated. Each of you is (or should be) anxious to get underway. If cuts are necessary, you will not be looking forward to telling young men and women that their high school playing days are over (I really hated cutting kids). Once the cuts are made it is nice to get down to the serious part of teaching offensive and defensive strategies.

I hope your early season practices are filled with basic fundamentals. We usually target AAU coaches for not working on fundamentals. Hopefully you don't neglect the basics. I always tried to spend 15-30 minutes on basic fundamentals of passing, dribbling, shooting and footwork every practice throughout the season. Failure to teach and stress fundamentals will come back to "bite" you all season long.

One other area that you MUST deal with is communication with parents. Hopefully you have a pre-season meeting with parents to explain your coaching philosophy. By explaining what you plan to do, why you are doing it and who will be doing it is very important in defusing difficult situations later in the season. There is a good article later in this report about "Dealing with Parents." I have said this before but it deserves repeating: "X's and O's don't get you fired. Lack of communication with parents (and administration) will get you fired (or will take all the fun out of your season)." Make sure you spend time making sure you and your parents are on the same page.

After 35 years of being part of BCAM, I still am excited about the past, our present and especially our future. BCAM has a lot to offer coaches of all levels. Our fall clinic was again a great place to learn about the game of basketball from outstanding coaches. With Ed Dutcher and most of his crew stepping down after 28 years of service, I am very pleased with the coaches who have stepped up to the plate (see list below) and volunteered to continue the tradition of top-notch clinics for our members. As always with transitions, some changes will be taking place. You were asked to complete a survey recently and your input will help us determine what changes you would like to see. We will not be changing just to change. Any changes will be thought through thoroughly and made only if they are improvements that serve the most coaches.

## NEW CLINIC COMMITTEE –

- |                            |   |
|----------------------------|---|
| • Clinic Director          | Greg Mitchell (Laingsburg HS)                       |
| • Speakers                 | Steve Finamore (East Lansing HS)                    |
| • Hall of Fame Banquet     | Peggy Porter (Administrative Assistant)             |
| • Hospitality Rooms        | Rob Smith (East Lansing HS)                         |
| • Pre-Registration         | Amy Heydenburg (BCAM Office)                        |
| • At the Door Registration | Tyler Hursey (Okemos HS)                            |
| • Vendors                  | Tim Beebe (Haslett HS)/ Caleb Miller (St. Johns HS) |



**HALL OF HONOR (Correction):** Last month's Report left off one of the inductees from the 2011 Hall of Honor. In the Media category we inducted **Frank Balcer from Manistee**. We apologize for this mistake.

**LEADERSHIP** – Like it or not, as a basketball coach, you are a leader. You lead young people every day you coach. My question for you is: **Have you thought about your role as a leader and what it takes to be a GOOD leader?**

Here are some one-liners that will hopefully make you think about your role as a leader:

- **People forget what you kept, but they never forget what you gave.** *Players will know if you are giving your all to them and the program.*
- **If you fill your head with positive thoughts, there won't be any room left for negative ones.** *Be a positive coach. Encourage rather than discourage.*
- **Sometimes the leader is the leader because he is the only one sure he doesn't have all the answers.** *Admit you don't know everything before your players make that discovery.*
- **Leaders do what has to be done whether their deeds are known by thousands or known by no one.** *Make your decisions based on what is the right thing to do, not what is the most popular thing to do.*
- **Leaders must see the dream in their mind before they will accomplish the dream with their team.** *Think big and don't underestimate what your team can do when everyone works together toward that dream.*

(Note: The one liners are Tweets from Chris Brady and Orrin Woodward in their book entitled: "LIFE. Living Intentionally For Excellence.")

## **BOCCC REPORT –**

**Tyler Hursey (Okemos HS) – Member of the Basketball Officials and Coaches Communication Committee**

I had the chance to see Joe Ricard and Mark Uyl speak at the BCAM Clinic on October 1. Joe gave an overview of all that officials are involved with including: community service, training, and extensive travel. He emphasized the love that officials have for the great game of basketball. I think that this is something for all coaches to keep in mind from the sidelines this season.

Mark spoke about what the MHSAA was doing with officials training. He said that the first thing they emphasize in their training is that officials must communicate with coaches. He also gave the reasons that officials leave the profession. Aside from family, the top reasons they leave is because of poor sportsmanship exemplified by spectators and coaches. I feel like we, as coaches, can help out in this regard. Make a commitment this season to model appropriate behavior with the officials working your games. Talk to the parents of your players about expectations of them in the stands in terms of how they should treat officials.

In thinking more about what I could do after listening to Joe and Mark speak about a variety of things relative to officiating, I came up with the following idea. This season I plan on having players on my team do some officiating during practice. Here is my rationale:

1. It keeps them actively involved in practice.
2. It helps them learn more rules of the game.
3. It gives them a better appreciation for the difficulty of officiating.



In your role as an educator of student-athletes, I feel these are all things from which your players can benefit. In addition, it may motivate a student to get involved in officiating. In his closing remarks, Mark requested that each school gives the MHSAA the name of one student who they feel would make a good official. This could help us in this process.

## **POINT OF EMPHASIS – From *Referee* magazine, official publication of the NFHS**

### **Sporting Behavior Remains a Concern**

The rules committee continues to be concerned about the following behaviors:

- **Pregame Situations** – Teams entering the gym prior to the contest should not run through the area occupied by the opposing team or under the basket where the opponents are warming up. Teams should only enter, jog or warm up on their own half of the court. Gatherings intended to motivate a team after the warm-up period, during or following player introductions and postgame celebrations should be performed in the area directly in front of the team bench. If during the pregame or halftim e warm-up period one team leaves the floor, the other team should not use the entire court; teams should only warm up on their end of the court. Only authorized personnel should be permitted on the floor. All spectators should be in designated areas.
- **Taunting/Self-Promotion** – Players are increasingly directing their celebratory actions toward opponents, which should be interpreted as taunting and baiting, and penalized accordingly. The committee is also concerned with the trend toward players “playing to the crowd,” attempting to increase attention for individual accomplishments rather than toward the game and team. While many of those actions are not illegal by rule, extreme behaviors could and should be considered taunting and baiting of the opponent. Officials should remind captains and head coaches at the pregame conference that all actions and reactions should demonstrate appropriate sporting behavior.

### **Michigan Basketball Hall of Fame**

Talks are under way for the planning of a Michigan Basketball Hall of Fame to be located in downtown Saginaw. A site analysis is in the works for sometime in October.

The “Hall of Fame” would not fall under the expected guidelines of most “Hall of Fame” operations because it would not include voting for inductions, but it would celebrate Michigan basketball experiences at all levels and would house displays celebrating existing recognition of outstanding players and contributors to the sport in the state. The following is a three-tier display plan for the proposed building:

1. **“The Hall of Champions”**- includes displays for men and women who have
2. played professionally in the highest ranks, including members of the Detroit



3. Pistons and Detroit Shock, as well as displays for players in these leagues who have ties to the state of Michigan. A special section would include those elected to the National Basketball Hall of Fame in Springfield, Massachusetts, those elected to the Basketball Coaches Association of Michigan Hall of Fame, and those named Mr. Basketball and Miss Basketball for Michigan.
4. “Celebrity Hall”- includes displays for men and women who gained fame in other areas, such as politics, entertainment, and professional sports other than basketball. Displays would only include their exploits in basketball in the state of Michigan and an explanation to their notoriety.
5. “The Common Hall”- includes display spaces purchased by anyone who wishes to share in the celebration of Michigan basketball. Spaces could be purchased by families, schools, teams, and individuals who would work with a display consultant to plan their space.

The dream started for the Michigan Basketball Hall of Fame to be a vehicle to celebrate basketball and to revitalize a town which is rich in basketball history and strong in basketball pride. The key to the reality of the Michigan Basketball Hall of Fame is the enthusiasm of people and the donation of funds to get it off the ground and to keep it going in the future.

**If anyone is interesting in helping out with this endeavor, please contact Randy Rogers at [runningrandyrogers@yahoo.com](mailto:runningrandyrogers@yahoo.com)**



*--Submitted by Randy Rogers, Guidance Counselor and Boys' Varsity Basketball Coach at Saginaw Valley Lutheran High School and Rickey Hampton, former sportswriter for the Flint Journal.*

**DO YOU REALLY KNOW CPR? Check this out:**

This is a new CPR technique which is much simpler with **better results** than traditional CPR. This is a very important video regarding the latest CPR procedure. It does NOT require mouth-to-mouth. Please watch and forward to your friends and family. You never know, a life may be saved utilizing this new procedure.

<http://medicine.arizona.edu/spotlight/learn-sarver-heart-centers-continuous-chest-compression-cpr>

**This article on toughness was written a couple of years ago by Jay Bilas and would be great to share with your players.**

<http://coachingtoolbox.net/blog/jay-bilas-on-toughness-in-basketball/>



**My First Coaching Experience**

By: Shea Mead, Graduate Assistant, CMU Women's Basketball

Becoming a basketball coach is something I have dreamed of ever since I started playing the game back in middle school. I had the opportunity of a lifetime last year as a senior in college. Through a friend I heard about an open coaching position for the 7th grade boys' basketball team at Beal City High School in Beal City, Michigan. I quickly showed interest and applied for the job. Little did I know I would get the job and eventually be greatly impacted by my middle school athletes.

Heading into the boys season and going into the first meeting I was nervous. I did not know anyone at the school and wondered if I would be accepted. At the meeting I really wanted to show everyone I was committed to making the program a success and make a lasting impression in order to get the parents and athletes excited for the upcoming season. It is always tough to do this when the program is constantly bringing in new coaches year in and year out, especially after the previous coach was someone the entire school enjoyed. I had big shoes to fill, but I was up for the challenge and eager to get started.

As a new coach the first few weeks of practice were the toughest because I had to figure out how to motivate each athlete and understand that each athlete is unique in their own way. Everyone in the world is motivated in different ways, some people you can push harder than others. As a coach it is extremely important to find out how to motivate each athlete so you can get peak performance day in and day out from them. In order to find out how to motivate my players, I

took each one aside and talked to them individually to try and understand them better and find out what made them tick as athletes. This really helped me as a first year coach because during games and practices it allowed me to teach and talk to each athlete on a personal level without bringing them down or getting them upset.

The entire season was a whirlwind. We wrapped up the season with a record of 8 wins and 3 losses. The season was filled with ups and downs as is expected in any season, but for my first head coaching job I was truly pleased and happy with the results. I never knew middle school athletes could help me realize what great enjoyment I could receive from coaching. I enjoyed coaching so much and my passion for it made such an impact with the athletes, their parents, and the administration of Beal City, I was asked to take on the head coaching job for the 8th grade girls. Being asked to coach the girls was a wonderful accomplishment for me, because I knew I had created a name for myself at the school and people wanted me to return. I constantly heard from Aarron Butkovich, the athletic director at Beal City High School, as well as parents and other faculty, "Shea, you have done an amazing job. It's not normal to have someone like you come through our system and bless us with your presence." Hearing this statement from so many people really was an amazing feeling because it showed me I made a name for myself and was a coach everyone wanted to keep around.

Going from the 7th grade boys to 8th grade girls was quite the change. I had to start from the beginning because I already had a great relationship with the boys but I did not know anything or anyone in the 8th grade girl's program. To start I took the same approach as I did with boys.

I wanted to find out how each girl was motivated and how each girl could play. Once, again this was very beneficial to me because it allowed me as a coach to see how each girl could handle criticism, and critical feedback. Just like the guys' season, the girls' season was a huge success. We finished the year with 8 wins and 2 losses.

Overall my experience coaching guys and girls middle school basketball was one of the best experiences of my life. There were obvious differences between the two teams, such as the guys being focused a lot more and ready to work whereas with the girls I had to deal with boy problems amongst other things. Both teams really bought into what I was teaching them and truly believed in me as a coach. This truly meant a lot to me because going into the beginning of the year I was just an outsider, but by the end I was the coach nobody wanted to see go. I was asked numerous times to come back for this year's season and coach, but sadly I couldn't make it work because of my obligations with the Central Michigan Women's Basketball team. Being the middle school coach for Beal City was a once in a lifetime experience and I will never forget the teams and how they shaped me to become the coach I am today and want to be in the future.

*{Shea Mead is currently a first year graduate student at Central Michigan University getting his masters in Sport Administration. He is also assisting the CMU Women's Basketball program as a graduate assistant. He is publishing this article as a requirement for one of his graduate classes. (Ed. Note: It sounds like Shea will be a great addition to the coaching profession.)}*



## Training Camp-A Fable About Excellence

By Jon Gordon

### Ways to get Mentally Tough:

1. When you face a setback, think of it as a defining moment that will lead to a future accomplishment.
2. When you encounter adversity, remember, the best don't just face adversity; they embrace it, knowing it's not a dead end but a detour to something greater and better.
3. When you face negative people, know that the key to life is to stay positive in the face of negativity, not in the absence of it. After all, everyone will have to overcome negativity to define themselves and create their success.
4. When you face the naysayers, remember the people who believed in you and spoke positive words to you.
5. When you face critics, remember to tune them out and focus only on being the best you can be.
6. When you wake up in the morning, take a morning walk of gratitude and prayer. It will create a fertile mind ready for success.
7. When you fear, trust. Let your faith be greater than your doubt.
8. When you fail, find the lesson in it, and then recall a time when you have
9. succeeded.
10. When you head into battle, visualize success.
11. When you are thinking about the past or worrying about the future, instead
12. focus your energy on the present moment. The *now* is where your power is
13. the greatest.
14. When you want to complain, instead identify a solution.
15. When your own self-doubt crowds your mind, weed it and replace it with positive thoughts and positive self-talk.
16. When you feel distracted, focus on your breathing, observe your surroundings, clear your mind, and get into The Zone. The Zone is not a random event – it can be created.

**Johnny Mac's**  
**SPORTING GOODS**  
**YOUR "HOME TEAM" STORE**

17. When you feel all is impossible, know that with God all things are possible.
18. When you feel alone, think of all the people who have helped you along the way and who love and support you now.
19. When you feel lost, pray for guidance.
20. When you are tired and drained, remember to never, never, never give up. Finish strong in everything you do.
21. When you feel like you can't do it, know that you can do all things through Him who gives you strength.
22. When you feel like your situation is beyond your control, pray and surrender. Focus on what you can control and let go of what you can't.
23. When you're in a high-pressure situation and the game is on the line, and everyone is watching you, remember to smile, have fun, and enjoy it. Life is short: you only live once. You have nothing to lose. Seize the moment.

### **Eleven Traits of the Best of the Best**

1. The Best know what they truly want.
2. The Best want it more.
3. The Best are always striving to get better.
4. The Best do ordinary things better than everyone else.
5. The Best zoom-focus.
6. The Best are mentally stronger.
7. The Best overcome their fear.
8. The Best seize the moment.
9. The Best tap into a greater power than themselves.
10. The Best leave a legacy.
11. The Best make everyone around them better.



## **Dealing with Parents**

Coaching should be, can be and is a very rewarding experience. Watching players grow and develop skills, seeing them move on through school and college and then years later talking with them about "old" times is something of which memories are made. All coaches want all their players to succeed as players. They all want the players to get game action and the coaches work many hours with the players collectively and individually trying to teach them the game. In my opinion, coaches are pretty good people, but sometimes they make the wrong substitution, call the wrong defense, set up the wrong play and sometimes just anger the wrong people.

If a person coaches long enough they are going to upset the parents of one or more of the players on their team. Regardless of the situation, the parents are naturally going to take the side of their son or daughter. However, when I was playing my mom and dad always sided with the coach; but that is a story for another time.

Dealing with parents is an important part of coaching in today's world, and there are things all coaches should do to attempt to ease the problems of having to deal with parents and supporters of the team. Remember, emotions run very hot at times, and a coach can never be too careful and diplomatic in dealing with "tough" situations. It is important to note that in order to be successful, the coach and parents must work together for the benefit of the kids. After all it is all about the young people in the program.

### **Reasons for conflict.**

1. Playing time
2. Skills being taught.
3. Coaching style.
4. Competitive level of play.

You must coach the parents as well as the players. Keep the lines of communication open. Let them know your philosophy about playing time, level of competition, coaching style and how you feel about coaching the skills of the game. Go over your goals and expectations. Give them a list of standards and a code of conduct. Make them understand what you expect, in terms of dedication, commitment, sacrifice, class work,

dress, etc. Tell them that nothing is open for discussion right after a game. Explain to them that playing time is never up for discussion. Fundamentals are key and you are being you in your coaching style. Emotions can run very high after games and everyone is “keyed” up -- there needs to be a cooling off period. Explain that all the players are of concern to you and each and every player is of importance to you and the team. If you tell players up front about the expectations you can save yourself a lot of problems.

However, there will be some parents who will have an “axe to grind.” Informing them before the fact helps to solve the conflicts and problems that may arise as you go through the season.

### **Here are some suggestions to help deal with “problem” situations or conflicts.**

1. Stay calm!
2. Let them know that there is a “cooling off” period after each and every game.
3. Do not be a loner
4. Be a listener, first.
5. Be civil.

### **Stay calm.**

If someone approaches you after a game, explain that you need to be with the team. Do not be defensive, but be strong and keep moving. Tell them to make an appointment and meet at a mutually agreeable time. Do not get into a shouting match.

### **Cool off.**

If a parent wants to discuss something, have them set an appointment for a time and place mutually agreeable to both parties. Most times if a person has time to release the tension and frustration, they will be more reasonable. This will help keep things in perspective. Most times the parent will be more apt to listen to reason, if they have time to cool off. They may not agree, but a potentially hazardous situation may be avoided.

### **Do not be a loner!**

When you do meet, have someone with you! There are two reasons for having another person as part of the meeting.

First, you want to have a witness to what you tell the parents. Many times people hear only what they want to hear and you will be misquoted or your comments will be taken out of context. I suggest having the director of athletics or an assistant coach with you. Sometimes it is even better to have an assistant principal or the principal sit in on the meeting. The main purpose for having the other coach or person with you is to have them listen, or help get the conversation back on track if the conversation turns ugly. If anything should happen, it is good to have someone corroborate your side of the conversation.

Secondly, it is good to have another person there if there is trouble. You never know just how upset a person can be when they let their emotions override reason. It is better to be overly cautious. The odds against something happening are slim, but we read of stupid happenings more and more. Do not take any unnecessary chances.

### **Be a listener.**

Let the parent explain just why they wanted to meet. Let them vent, if they need to get something off their chest. Sit and listen attentively. Be concerned, because the player is the most important person. If parents think you are concerned and take them seriously, you have already started winning the debate. If you act disinterested, it may make the situation much worse.

Do not interrupt, just listen. Do not make any facial gestures. Do not react in any negative manner. Do not add any fuel to a potential fire. The only time there is justification for interrupting is if the parent is disrespectful or is not acting in a civil manner. If something like this happens, interrupt and tell them the meeting is OVER! Remind them that both of you are trying to help a player and lack of respect will not solve anything. Tell them you are trying to resolve the issue, but they are not helping.

When the parent is finished, give your response. Be calm, and cool and answer questions point by point. Stay with the issues brought up by them. Do not go off on a tangent. If they have raised a valid point, agree and admit that the situation needs to be addressed. Do not compromise your principles. Do not change what you are doing just to please one parent or set of parents. Do not change the rules for only one player and do not let one player cause dissension between other parents and other players as well.

### **The Next Step?**

After giving the parents your response, figure out what happens next. Sometimes the parent will be completely satisfied. Sometimes the parent will just be happy to have been heard, and feel better. Whatever the situation, the basic goal is to walk away with both sides being satisfied.

Obviously, we do not live in Camelot. Not all conferences are going to end on a happy note. If the parents are still not happy, explain that you have been fair, but if they still are not satisfied, give them other options. They may want to talk with the athletics director if he was not involved in the meeting. They may want to meet with the building principal or the school board. Tell them what the options are.

Finally, one other option is for the player to remove himself from the team. This is the very last resort, but it may solve future problems. I do not think any coach wants to see a player give up before the end of the season, but it may make the situation better for everyone involved.

Remember, be calm, cool and collected. If the parent interrupts you, remind them that you are talking. You listened to them and now they need to listen to you. Remind them you met with them to try and solve a problem that concerns their son. Make them understand that it is your goal, as well as theirs, to reach a solution.

### **Some important tips.**

- 1. Never discuss playing time! It is not up for discussion.**
- 2. Never discuss another player or players on the team.**
- 3. Do not discuss strategy and tactics.**
- 4. DO discuss ways their son can get better.**