



## FEBRUARY, 2012 BCAM MONTHLY REPORT

Tom Hursey – Executive Director

### FROM THE EXECUTIVE DIRECTOR:

**NIKE IS TEAMING UP WITH BCAM** – I am happy to announce that BCAM has partnered up with NIKE. They join a group of top notch BCAM sponsors that help keep costs low to our membership. NIKE will supply BCAM with apparel that we had to pay for in the past. I recommend that you consider NIKE shoes and clothing when ordering in the future.

**CLINIC TO COST LESS** – With the addition of NIKE to our sponsor list, we will be able to lower the cost of the clinic next fall. Details will follow this spring.

**NOMINATIONS** – It is very important that varsity coaches be aware that they will need to nominate players for the various BCAM awards available. You will be notified by email of nomination procedures for: **BCAM's BEST, All Star Players, Top Shooters, Team Academic, Individual Academic and Reaching Higher--** (nominations due 2/10).



Regional Directors will be nominating coaches for our Coach of the Year awards. If you know of a head varsity coach that should be nominated, please contact your regional director.

Our BCAM secretary, Amy Heydenburg, is continually improving and simplifying the online nomination process. Please make sure you fill out all the necessary information. It should be a quick process.

You will be receiving emails announcing when the nomination forms are available. But until then, you can make yourself familiar with the awards BCAM gives. Here is an article on our website which explains the awards:

<http://www.bcam.org/component/content/article/1-latest/235-hsawards>



**VOTING** – Make sure that you vote when you receive ballots for President-Elect, Mr. Basketball and Miss Basketball, and Coaches of the Year. The ballots only take a minute to use. Be aware of the deadlines so your vote counts.

**BCAM EMAIL LISTS**—If you signed up for BCAM before the basketball season started and since then you have become the Head Varsity Coach, make sure you let us know here at BCAM. If you are a head varsity coach, we need to make sure you are on the correct email list. We will be sending you important updates about award nominations and “stuff” and if we don’t have your correct coaching status in our records, you won’t get the info.

**SOCIAL MEDIA** – I read almost daily of some young person finding themselves in trouble with the law or their school because of misuse of the Social Media. The University of Michigan dropped a top football recruit because of inappropriate comments on his Twitter account. The player was also expelled from his high school. You, like it or not, are a major influence in your player’s lives. You, like it or not, need to be constantly reminding your players that once they post something on the “social media” it is now in the hands of the public. That posting, even though intended to stay private, has the potential to reach millions of other people. Do your best to warn your players. PS – Be careful what YOU post on the web.



**MEMBERSHIP** – The deadline for joining BCAM for the current school year is February 15. If you have a School Special, make sure you sign up all the coaches in your system. You are allowed 15 people on your School Special.

**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?**

- **“It’s not what you say, it’s what they hear.”** Demand your player’s attention whenever you speak.
- **“Rules without relationships equal rebellion. Put relationships first!”** As a leader you need to form a good relationship with your team. Firm but fair is a good guideline.
- **“Leaders can either organize a plan to win with their team or agonize over the failure of their team.”** If you are not well organized you will not be an effective leader.
- **“A leader is said to have charisma by habitually taking a greater interest in others than in themselves.”** Putting other people first will serve you better as a leader.

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

## BOCCC Communication Article

By Dan Christner, BCAM Board Member and Member of the BOCCC Committee

(Ed. Note: This is the first in a series of BOCCC articles)



As an ongoing part of the Basketball Officials and Coaches Communication Committee (BOCCC), we offer articles designed to foster thought and discussion. Mindful of the idea that referees and coaches bear an equal responsibility in making basketball a great learning experience for the players, we offer the following forms of communication that detract from the game-day experience. It is our sincere desire that this article serves to encourage thought and discussion among coaches and game officials for the betterment of our great game.

### **What follows is a list of things that referees would rather not see or hear from coaches during a game. They are presented in no particular order.**

#### **1. Screaming**

It is true that screaming is a form of communication. But ask yourself: what is my communication goal here? Your intent is to probably have the game official pay closer attention to the point that you are trying to make. Do you really think that the official is going to improve their judgment after they have been yelled at?

We have all seen a coach scream at a referee. Now think about the number of times that you have seen a referee scream at a coach.

*Point to Consider:* Don’t scream at police officers, judges or labor arbitrators. It isn’t smart and it isn’t professional.

#### **2. Dismissive Gestures, i.e. the two hand wave-off**

Pretend that you are at practice. The team is working on a drill where the defenders are cutting off the baseline drive. You are confronted with a player who isn’t willing to put forth the effort to fully commit to the technique. You stop the drill and explain to the player why this technique is important to the team’s defensive strategy. After your explanation, the player turns their back to you and gives you the two hand wave-off. How would you react?

When we use the same gesture toward a referee, it sends the same disrespectful message. This gesture serves to insight the spectators and by rule it is grounds for an unsporting Technical Foul.

*Point to Consider:* Treat others as you would like to be treated.



### **This is a listing of things that coaches would not prefer to see or hear from officials. They are presented in no particular order.**

#### **1. The Hand**

The message that the hand connotes is: “Shut up, I’m not talking to you.” This is insulting. The coach is trying to alert the official about a concern. The hand is a dismissive gesture.

*Point to Consider:* Verbalize the hand gesture by saying: “I haven’t got time right now but I’ll be back to address your concern.”

#### **2. “It’s only a Middle School/Freshman/JV/Summer game.”**

As long as the scoreboard is on (and often even when it isn’t), players and coaches will be trying as hard as they can to win. The calendar has no bearing on this fact. The age of the players has no bearing either. Officials who take the attitude that it’s only the summer or a middle school game may not realize it, but they are insulting the players and coaches of that contest.

*Point to Consider:* As long as you are wearing the uniform of the game official, you owe it to yourself and to the game to dedicate your efforts in the same manner and with the same diligence as the players and coaches.



### COACHING TIP FROM JOHN WOODEN:

*About two weeks after the season is over I would choose a basketball or coaching technique to research. It might be the fast-break, rebounding, the jump shot, free-throw shooting, defensive foot work, zone attack, zone defense; it might be anything. So about 2 to 3 weeks, no set time, after the season I would go through all the issues of Scholastic Coach and Athletic Journal and single out all articles on that topic. I'd also go through all the articles and books on basketball that I could find and concentrate on the selected topic.*

*Once I selected the appropriate literature I'd take ideas out of every one. Then I'd start a process of crossing out and making a composite list. Towards the end of summer I'd have a pretty good composite theme on the topic.*

*If someone has something that's been very good, let's say free-throw shooting, I'd try to talk to that individual and get further information as to his ideas. If some coach seemed to attack zones really well, I'd contact him. If all coaches agree on one thing, it must be pretty good. If someone has done real well in a specific area, why were they successful? I want to know. I did that for I'd say about 20 of my 27 years at UCLA. I took a different topic every year.*

*"The harder you work, the more luck you will have" -John Wooden*



**One of my favorite history quotes, "the Spartans are not wont to ask how many the enemy, but where they are." Coach Ray Wilkerson**

There's 3 things I believe in strongly:

- \* If anything goes bad, I did it.**
- \* If anything goes semi-good, then we did it.**
- \* If anything goes real good, then you did it.**

That's all it takes to get people to win football (basketball) games for you."

**From Coach Glenn Wilkes**

<http://www.teamcaptainsnetwork.com>



### Dr. Martin Luther King, Jr. on Leadership

*Jeff Janssen, Janssen Sports Leadership Center*

*As a tribute to the great leadership of Dr. Martin Luther King, Jr., here are some of his words to reflect on regarding leadership.*

**LEADING BY EXAMPLE:** "People are often led to causes and often become committed to great ideas through persons who personify those ideas. They have to find the embodiment of the idea in flesh and blood in order to commit themselves to it."

"The people are looking to me for leadership - and if I stand before them without strength and courage, they too will falter."

**COMMITTED/COMPELLED:** "If a man hasn't discovered something that he will die for, he isn't fit to live."

**CONFIDENCE:** "I have a dream my four little children will one day live in a nation where they will not be judged by the color of their skin but by the content of their character. I have a dream today!"

**COMPOSURE:** "The ultimate measure of a man is not where he stands in moments of comfort and convenience, but where he stands at times of challenge and controversy."

**CHARACTER:** "The time is always right to do what is right."

"There comes a time when one must take the position that is neither safe nor political nor popular, but he must do it because his conscience tells him it is right."

**VOCAL LEADERSHIP:** "I will not be intimidated, I will not be harassed. I will not be silent, and I will be heard."

**SERVANT-LEADERSHIP:** "A man all wrapped up in himself is a mighty small package."

**CONFIDENCE-BUILDER:** "We've got some difficult days ahead. But it doesn't matter with me now. Because I've been to the mountaintop... I've seen the promised land. I may not get there with you. But I want you to know tonight, that we, as a people will get to the promised land."

**REFOCUSER:** "The first thing we must do here tonight is to decide we are not going to become panicky. That we are going to be calm, and we are going to continue to stand up for what is right. Fear not, we've come too far to turn back... we are not afraid and we shall overcome."

**TEAM-BUILDER:** "A genuine leader is not a searcher for consensus but a molder of consensus."

**ENFORCER:** "Injustice anywhere is a threat to justice everywhere."

"We are not asking, we are demanding the ballot... "

"When evil men plot, good men must plan.

"When evil men burn and bomb, good men must build and bind."



#### **RECOMMENDED READING**

For more information on Dr. King and his powerful leadership, read the following:

Martin Luther King, Jr. on Leadership by Donald T. Phillips

The Autobiography of Martin Luther King, Jr. edited by Clayborne Carson

King: The Photobiography of Martin Luther King Jr. by Charles Johnson and Bob Adelman

# SUCCESS UNDER PRESSURE

Coach Wooden used his definition of success as not just a mantra for life, but also as a means to improve performance: "Success is peace of mind which is a direct result of self-satisfaction in knowing you made the effort to become the best which you are capable."

"A coach can only do his best, nothing more," he explained. "But he does owe that not only to himself but to the people who employ him and to the youngsters under his supervision. If you truly do your best, and only you will really know, then you are successful and the actual score is immaterial whether it was favorable or unfavorable. However, when you fail to do your best, you have failed even though the score might've been to your liking."

Simply feeling good about one's effort, though, is not enough to be effective, Coach explained. "This does not mean that you should not coach to win. You must teach your players to play to win and do everything in your power that is ethical and honest to win. I do not want players who do not have a keen desire to win and do not play hard and aggressively to accomplish that objective. However, I want to be able to feel and want my players sincerely to feel that doing the best that you're capable of doing is victory in itself and less than that is defeat."

He added, "It is altogether possible that whatever success I have had or may have could be in direct proportion to my ability not only to instill that idea in my players but also to live up to it myself." This philosophy served Coach well not only in helping to pull together his teams, but also in inspiring the individuals who played for him to concentrate on real success within their own lives and pursuits.

For example, Rafer Johnson was a UCLA basketball player from 1958-59, and the gold-medal winner in the 1960 Olympics decathlon. An incredibly talented athlete in his own right, when Johnson first arrived at UCLA from the small town of Kingsburg, California, he was overwhelmed and intimidated by the big-city campus and the level of competition he was facing.

Everything changed, however, as soon as Johnson took to the court for basketball practice. "Coach Wooden said all he wanted from us individually was that we try as athletes and students, to be as good as we could be," Johnson remembered. Coach urged his players to focus on giving their all to the team and to their own development as players and as people.

From that day forward, Johnson changed his perspective and found it influenced everything else for the better. "My subsequent performance in the 1960 Olympics, held in Rome, had a lot to do with Coach's philosophy of concentrating on being the best I could be," he said. "Don't worry about the score, the medal, the prize; don't worry about the other guy; just concentrate on doing your best. It's that simple."

Rather than focusing on winning, Coach urged his players – and himself – to focus on growing in the sport and working with an "all-in" mind-set that valued the experience more than the outcome. The result was an unparalleled career that included 10 NCAA Championships (seven of which were consecutive), and 38 consecutive "sudden death" NCAA tournament victories.

When the external pressure was the greatest, neither Coach nor his players allowed that external pressure to impact their performance. They were only concerned with their best and that was something over which they had control. As Coach was fond of saying: "The more concerned we become over the things we can't control, the less we will do with the things we can control."



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

Yours in coaching, Craig Impelman, *The John R. Wooden Course*, for more info go to: [www.woodencourse.com](http://www.woodencourse.com)

## 20 Tips for a Positive New Year

1. Stay Positive. You can listen to the cynics and doubters and believe that success is impossible or you can trust that with faith and an optimistic attitude all things are possible.

2. Take a morning walk of gratitude. I call it a "Thank You Walk." It will create a fertile mind ready for success.
3. Eat breakfast like a king, lunch like a prince and dinner like a college kid with a maxed out charge card.
4. Zoom Focus. Each day when you wake up in the morning ask: "What are the three most important things I need to do today that will help me create the success I desire?" Then tune out all the distractions and focus on these actions.
5. Instead of being disappointed about where you are, think optimistically about where you are going.
6. Remember that adversity is not a dead-end but a detour to a better outcome.
7. Don't chase success. Instead decide to make a difference and success will find you.
8. Get more sleep. You can't replace sleep with a double latte.
9. Don't waste your precious energy on gossip, energy vampires, issues of the past, negative thoughts or things you cannot control. Instead invest your energy in the positive present moment.
10. Mentor someone and be mentored by someone.
11. Live with the 3 E's. Energy, Enthusiasm, Empathy.
12. Remember there's no substitute for hard work.
13. Believe that everything happens for a reason and expect good things to come out of challenging experiences.
14. Implement the No Complaining Rule. Remember that complaining is like vomiting. Afterwards you feel better but everyone around you feels sick. [www.NoComplainingRule.com](http://www.NoComplainingRule.com)
15. Read more books than you did in 2011. I happen to know of a few good ones. :)
16. Don't seek happiness. Instead decide to live with passion and purpose and happiness will find you. [www.Seed11.com](http://www.Seed11.com)
17. Focus on "Get to" vs "Have to." Each day focus on what you get to do, not what you have to do. Life is a gift not an obligation.
18. Each night before you go to bed complete the following statements: I am thankful for \_\_\_\_\_. Today I accomplished\_\_\_\_\_.
19. Smile and laugh more. They are natural anti-depressants.
20. Enjoy the ride. You only have one ride through life so make the most of it and enjoy it.

[www.JonGordon.com](http://www.JonGordon.com)