



JUNE, 2012 BCAM MONTHLY REPORT

Tom Hursey – Executive Director

FROM THE EXECUTIVE DIRECTOR:

First, if you haven't become a BCAM member for 2012-13, make sure you sign up soon. (The 11-12 Membership Year ended on 5/31.) The School Special is the way to go. Over 325 schools signed up their staff last year.

As the school year ends and most teachers are looking forward to some R & R, most basketball coaches are heading into their second season. Basketball camps, individual sessions, team camps, over-night trips, and showcases are just some of the summer activities in which you will be involved. Some of you really are geeked to get back in the gym and some of you are not geeked but do it because you know you need to give your players an opportunity to improve. Either way, it takes a special person to give up much of your summer to help our young athletes reach their potential.

BUT don't forget the family back home. Make sure you find the time this summer to "be a family." They put up with your long hours all winter, so make sure they get to know you in the summer. Do you have a family trip planned that will get you out of town and away from your cell phone? Have you volunteered to coach your son or daughter's baseball or softball team? Have you figured out how you and your wife can get away for a long weekend? If not, then you have your priorities in the wrong place. Put your family ahead of basketball and you will be a happier person.

While you are looking at your priorities, how about keeping in mind your players' priorities. Do you allow your players time in the summer to "be a kid?" Can he/she spend time with his/her family? Can they play other sports in the summer and not be pressured into your sport? Do you realize that studies show specialization is not good for young athletes? They need to work other muscles and get away from spending all year on one sport.

It is not easy to schedule your basketball activities in the summer. But keep in mind the needs of your family and the needs of your players.

BITS AND PIECES

Just as your summer is busy with many options, BCAM is involved with many events. Besides the Reaching Higher Showcases (see articles below) I am listing our other summer activities:



IT IS TIME TO GET YOUR FOURSOME (INDIVIDUALS WELCOME) AND SIGN UP FOR the 3rd Annual BCAM Coaches vs Cancer Golf Scramble. We filled the field last year so don't delay. You **must** sign-up and pay **online**. Go to www.cvcgolf.org to register. The date is Monday, August 6 at the Walnut Hills CC in East Lansing.



BCAM IS LOOKING FOR SPONSORS for the Coaches vs Cancer Golf Scramble. If you would like to be a hole sponsor, you can sign up at www.cvcgolf.org. If you know of some business that would be interested in helping sponsor this event, have them contact me at bcamtom@aol.com. They can go to www.cvcgolf.org to see sponsor opportunities.

WE ARE BACK AT THE PALACE OF AUBURN HILLS. The 33rd Annual All-Star Festival will be held on Saturday, August 11. Why not bring your team to see the top 100 seniors (boys and girls) play against each other? It is a great day of basketball.

NHSBCA MEETING. My Assistant Executive Director, Dan Young, and I will be heading to Wisconsin in July for the annual National High School Basketball Coaches Association meeting. This association is growing each year. We are now represented on the NABC Board of Directors. Every BCAM member is also a member of the NHSBCA (at no extra cost). As a NHSBCA member, you can join the NABC for only \$30 instead of the normal \$70. When you sign up, make sure you let them know you are a NHSBCA member.

LOOKING FOR A NEW COACHING JOB? Looking for a Summer Basketball Camp? Games Needed? Summer Shootout? Be sure to check out the BCAM website. You can also post YOUR event there too.

FALL CLINIC IS SHAPING UP: Plans are being finalized for the TWO-DAY BCAM Clinic on October 5 & 6. Friday will be at the Best Western Plus Hotel (same place...new name). Saturday will be on-court at Holt High School all day. This year's Hall of Fame Banquet will be SATURDAY night instead of Friday (back at the hotel). Your Clinic fee includes a ticket to the banquet. Confirmed speakers so far include Tom Izzo (MSU), Fred Hoiberg (Iowa State), Ray McCallum (U of D), Steve Schmidt (Mott CC), Joe Pechota (Siena Heights). Also basketball strength and conditioning coach Allen Stein. **For more details go to:** <http://www.bcam.org/joomla-mainmenu-26/bcam-coaches-clinic> . You will be receiving detailed information this summer. Mark the date on your calendar.

MHSAA-BCAM REACHING HIGHER SHOWCASES

The **Boys'** MHSAA-BCAM Reaching Higher Showcase will take place on Wednesday, July 18th, at South Lyon High School. The NCAA Certified Event will feature guest speakers, classroom sessions for players and parents, 3 games, drill work, individual basketball work-out sessions & NCAA Compliance information. We have an outstanding group of players & coaches that will be attending the session. The RH Showcase will begin at 5:00 PM & end at 10:00 PM. Last year, 100+ college coaches attended the event.

Kyle Visser [GR Forest Hills Central, Wake Forest University & Pro Basketball Player] & Zack Novak [University of Michigan] will speak to the elite players. Visser & Novak have excelled both on the court and in the classroom. Marc Comstock, David Ginsberg & the Childress Sports Consulting Firm will present players and parents with information on the recruiting process & the "many facets" of being a college basketball player.

Additional information may be found at:

<http://www.bcam.org/reaching-higher/showcase-information>

If you have any questions, please contact Coach Moffit at

coachmoffit@gmail.com .



The **Girls'** MHSAA-BCAM Reaching Higher Showcase will take place on Thursday, July 26th, at South Lyon High School. This is an NCAA Certified Event and will feature guest speakers, informational sessions for players and parents, three games, station work, and information regarding NCAA Compliance. We have an outstanding group of players & coaches that will be attending the session. The RH Showcase will begin at 12:00 PM & end at 5:30 PM. Last year, many college coaches attended the event and this year we expect many more to watch our Top 120 female players.

Annette Babers {Saginaw High School, Michigan State, U.S. Olympic Festival, played professionally in Turkey, Parade Magazine National Co-Player of the Year, Saginaw County Sports Hall of Fame} will speak to the elite players. Marc Comstock, David Ginsberg & the Childress Sports Consulting Firm will present players and parents with information on the recruiting process & the "many facets" of being a college basketball player.

Additional information may be found at: <http://www.bcam.org/reaching-higher/showcase-information> If you

have any questions, please contact Coach Conley at tjconley@stcs.org .

BCAM-NATIONAL GUARD TOP 100 SPORTSMANSHIP AWARD

The Top 100 schools have been named for the 2011-12 season. Here is how it works:

After each regular season boys' and girls' game, basketball officials that worked the game are asked by the MHSAA to provide feedback on the sportsmanship of each school's players, coaches, administrators and fans. This feedback is then ranked for all MHSAA schools. The top 100 boys and top 100 girls teams (MUST also have a BCAM member at their school) are then chosen to receive this prestigious award. Each school will receive a personalized banner commemorating this accomplishment to hang in their school. Presentations of the banners will take place early in the 2012-13 basketball season.



The lists of the 2011-12 winning schools can be found by going to www.bcam.org and clicking on AWARDS. If your school is listed, please check with your AD since he/she has been contacted.

Make sure to get your membership in early as some schools that would have received a banner lost out since they did not have any BCAM members.

Here are some early responses from award winners:

On behalf of Lahser and our Boys' Basketball program we would like to thank BCAM and the Michigan National Army Guard for this award. This is a very nice award that comes about from the efforts of a lot of dedicated people, parents, and good kids. I am proud to be a part of the team.

Thanks again and have a great day!

Avis Najor - Athletic Coordinator- Bloomfield Hills Lahser HS

We are excited to receive this Top 100 Sportsmanship Award :) Could you send me the list of schools? I would love to provide that to our school board. Thanks again for the great information!

Kathy Bondsteel - Athletic Director - Jonesville Community Schools



WES LEONARD HEART TEAM GOLF OUTING

The Wes Leonard Heart Team Golf Outing 2012 is designed to bring caring people together to share in a sport that Wes Leonard loved to play. You'll have a chance to meet some of Wes' friends and family members from the West Michigan community and enjoy the day full of activities. Even if you don't golf, come and sit by the pool and participate in the many other family activities at Macatawa Legends. Giveaways will include t-shirts, wrist bands, and other golf merchandise.

June 16th, 2012 - Macatawa Legends (Holland, MI 49424) - 7:30 a.m. Shotgun Start and a 1:30 p.m. Shotgun Start.

Lunch will be provided in between the two shotgun starts and there will be a dinner following the event which is free if you golfed. There will be prizes and a live band at the dinner event. Tickets can be purchased for individuals who did not golf in the event itself.

Cost is \$100.00 per Individual or \$400 per team. All money raised from the event will help purchase AEDs for schools. We have donated over 55 AEDs and have a waiting list of over 35 schools.

You can register online at www.wesleonardheartteam.org. If you have any questions please feel free to contact myself, Ryan Klingler, at rklingler@fennville.org or 616-403-1224. Thank you for your support and please help us reach our goal of getting an AED in every school, to give everybody a chance to play "JUST ONE MORE GAME."

DO YOU KNOW SOMEONE IN YOUR PROGRAM THAT SHOULD BE IN THE HALL OF HONOR?

Most high school basketball programs have people who have been very helpful in maintaining a quality program, i.e., scorekeepers, clock people, scouts, announcers, etc. BCAM honors these people by inducting these "Friends of Basketball" into the Hall of Honor. It is a tremendous honor for those special people that do all the behind of scenes work and in many cases volunteer the time. If you have any of these people, (must have been a volunteer for at least 20 years) please nominate them. (**The other 3 categories of Hall of Honor awards are Media, Assistant Coach and Officials.**)

Go to: www.bcam.org and click on FORMS. Then click on COACHING NOMINATION FORMS. Select "Hall of Honor" and you will be able to download a nomination form.



YEAR IN REVIEW: The 2nd annual issue of "BCAM's Year in Review" should be in your hands now. This is a summary of all our award winners for 2011-12. We hope you enjoy it. You will also notice that there is a membership form in the magazine. Make sure you use this form, or better yet, go to the BCAM website and click on JOIN BCAM. You can register online and save time and effort. Remember that over half the schools in the state have signed up their entire staff by using the specially priced SCHOOL MEMBERSHIP.

WORDS OF WISDOM FROM ONE OF THE BEST EVER: *"I've missed more than 9000 shots in my life...I've lost almost 300 games...I've been trusted 26 times to take the winning shot and missed... I've failed over and over again, and that is why I succeed."* – Michael Jordan

SPECIAL OFFER FROM CHAMPIONSHIP PRODUCTS: We have created 10 FREE video downloads that you can share with your coaches and perhaps enhance your membership. This is an opportunity to learn new tips, techniques, and drills from Olympic, NBA, and NCAA Championship Coaches! Your coaches can immediately download the videos and we have already created banners that we can email you. The downloads can be viewed at <http://www.championshipproductions.com/cgi-bin/champ/free-basketball-videos.html>.

TOUGHNESS RATED HIGH BY COLLEGE RECRUITERS: The "Time to toughen up" story is located at http://espn.go.com/high-school/girls-basketball/story/_id/7771441/college-coaches-value-toughness-all-other-qualities

TEAM SPIRIT IS NOT ALWAYS AN AUTOMATIC TRAIT.

Here are some suggestions, based on Coach Wooden's philosophy, for developing it:

1. "Be a humble leader." The group must know that they work with you, not for you. If something good happens as a result of a suggestion you received, give credit to the person who made the suggestion. If something bad happens as a result of a suggestion that you received, take the blame. As coach liked to say: "The star of the team is the team."
2. "Have some rules or suggestions regarding how team members communicate with each other." One of Coach Wooden's three rules for practice was "Never criticize a teammate." In the workplace, try using Napoleon Hill's advice: "If you have something to say to somebody or about somebody, think if it will help them or hurt them. If it will help them say it; if it will hurt them, don't." Create a culture where negative criticism and gossip are not accepted.
3. "Praise publicly and criticize privately." When you praise, give praise to those who are seldom acknowledged. Coach Wooden did this when he spoke to the media about his team. In the workplace, for example, praise your "backbone team" (clerical staff) or "first contact team" (receptionists). Coach used the analogy of a race car and pointed out that a bolt that keeps a wheel on the car is just as important as the powerful engine that runs it. Everybody should know why their job is important and feel that their effort is appreciated.
4. "Let team members know that their personal goals only have a chance of being accomplished if the team accomplishes its goals." You can't get a pay raise if the company goes out of business.
5. "Share with your team the joy and importance of giving." Coach Wooden described it this way: "Winning teams are characterized by unselfish team play. I believe that teaching our players to look for the pass first, and the shot second, helps build team spirit. I try to build this concept off the court too." Coach Wooden often encouraged his players by reminding them that "You cannot live a perfect day without doing something for someone without the thought of repayment."

Coach also liked to quote a passage he'd once read, which stated: "There's a mystical law of nature that the three things that mankind craves most—freedom, happiness, and peace of mind—cannot be attained without giving them to someone else." Team spirit results when the leader inspires those same traits within his or her team, and in so doing, unites all the members to work towards their shared goal.

"I try to emphasize to my players that you must give to receive," Coach wrote. "This is something that holds true in basketball and in life."

Yours in coaching, Craig Impelman *The John R. Wooden Course*

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

WOODEN ON CONDITIONING:

"Your responsibility begins when practice ends until you come back for the next practice because you can tear down between practices more than we can build up during practice. You can do this by a lack of moderation, by dissipation, and



by immoral conduct. So you have responsibility too. Each of us must live up to our responsibilities if we are going to be as close as possible to the type of condition to which we aspire.”

5 Life Lessons by Coach Czes (Twitter: [@CoachCzes](#))

Be Humble, Be Grateful, and Be Thankful.

All human beings have ego. Those who let their ego become their defining characteristic are never effective leaders. Those who suppress their ego for a greater cause are easy to love and to follow. Giving thanks and showing humility endears you to those you lead. Make a habit of it.

Don't Burn Bridges.

Often, in difficult conversations, we are faced with an internal conflict as to whether to take the high road or get just one "dig" in on our way out the door. As satisfying as it may feel at the time, it is ALWAYS regretted in hindsight. Worse, the more cutting the comment is, the more damage it does to you and your reputation. The offended party is then released of all guilt and feels vindicated because you showed your "true color" on your way out.

Remember the Big Picture and Keep Perspective.

It is very easy to get caught up in our own problems. We are the ones going through them and having to deal with them, and it is easy to let them consume us. When you hit a rough patch, take a step back. Count your blessings and take notice of your surroundings. Things are never as bad as you think.



Value Relationships with Those You Work With.

How often do you take the time to thank the people around you who do the little things to make your job easier? Coaches, do you know first names of the custodians who clean up after you every night? Do you go out of your way on a regular basis to thank the secretary in your office who does the busy work so you can live your dream? Do you tell your family and your closest colleagues that you appreciate them every day? Nothing in life is more important than relationships. The more you value them, the happier you will be.

Love What You Do and Embrace the Opportunities to Do It.

Find a way to do what you love for a living and you never work a day in your life. Coaches get this as well as any group I have been around, but even we need to be reminded of this occasionally. Let your passion for your work show and share it with others. Doing so automatically inspires them to work harder and share their passion as well.

WORDS OF WISDOM

- Change your thinking, change your life.
- It's not enough to know how to do things -- you must know why you do them.
- The best way to sound like you know what you're talking about is to know what you're talking about.
- If you hit enough singles, sooner or later you are going to win big.
- Instead of giving myself reasons why I can't, I give myself reasons why I can.
- Doing the right thing is never the wrong thing to do.
- An attitude of gratitude should have wide latitude.
- When a person's temper gets the best of him, it brings out the worst in him.
- It's never too late to become what you could have been.
- If you're looking for a big opportunity, look for a big challenge.
- If you want to be heard, you must know how to listen.
- If you want to be successful, you must practice reciprocity without keeping score.
- We do what we have to do so we can do what we want to do.
- If you live in the past, you won't have much of a future.

- What could you accomplish if no one told you it was impossible?
- You don't have to know everything as long as you know the people who do.
- It's okay to ruffle a few feathers from time to time. Show some pluck!
- The team you build will determine the business you build.
- To get what you've never had, you must do what you've never done.
- Be prepared, or be prepared to fail.
- Even the turtle knows you have to stick your neck out to get ahead.
- Don't be afraid to take the plunge -- just test the water before you dive in!
- Finding a reason to celebrate isn't hard work -- hard work is a reason to celebrate!
- Giving someone a piece of your mind rarely gives you peace of mind.
- The person who asks may feel like a fool for five minutes, but the person who does not ask remains a fool forever.
- If you want to outsmart the competition, you have to out-think the competition.
- Good luck usually depends on good judgment.
- Don't be afraid to make a decision. Be afraid not to make a decision.
- When you can't afford to make a mistake, good advice is priceless.
- What you learn on your first job will last through your last job.
- Don't let hard times turn into end times. Let them lead to your best times.
- Thank U is a college from which we should never graduate.
- Minds are like parachutes -- not much good unless they are open.
- My goal is to be as good a person as my dog thinks I am.
- If you can't be an expert, hire an expert.
- Some people dream about success, and others wake up and do something about it.
- People have a way of becoming what you encourage them to be.
- A person without knowledge is like a house without a foundation.
- The world's work is done every day by people who could have stayed in bed, but didn't.
- It only takes a little spark to ignite a great fire.
- Although no one can go back and make a brand new start, anyone can start from now and make a brand new end.

CHARACTER COUNTS with Michael Josephson: USING ALL YOUR STRENGTH

A young boy was walking with his father along a country road. When they came across a very large tree branch, the boy asked, "Do you think I could move that branch?"

His father answered, "If you use all your strength, I'm sure you can."

The boy tried mightily to lift, pull, and push the branch, but he couldn't move it.

Discouraged, he said, "Dad, you were wrong. I can't do it."

His dad said, "Try again." This time, as the boy struggled with the branch his father joined him and together they pushed the branch aside.

"Son," the father said, "the first time you didn't use all your strength. You didn't ask me to help."

This is an important lesson. There are many things we can't do alone, but that doesn't mean we can't get them done. We all are surrounded by resources that can be mobilized to help us achieve our goals, including family, friends, and faith. Sometimes we fail to ask for help because of pride or stubbornness. Sometimes we think it's a sign of weakness to admit we need a hand. And sometimes we don't even think about asking for help. Whatever the reason, it's a waste.

It's important that we learn to use all our strength; this includes inner resources such as discipline, courage, and even love. But it also includes outer resources. Just as we should be willing to help others, we should be willing to ask the help of others. It's one of the great things about being human.

This is Michael Josephson reminding you that character counts.