



BCAM July 2013 Monthly Report

Tom Hursey – Executive Director

FROM THE EXECUTIVE DIRECTOR:

4th ANNUAL COACHES VS CANCER GOLF OUTING: It is time to sign up for this great event. Help Tom Izzo and BCAM fight this dreaded disease by either playing in the event or sponsoring a tee sign. The golf scramble will take place at the beautiful Walnut Hills Golf Club in East Lansing. The date is Monday, August 5 with tee-off at 11 AM. Lunch will be supplied by Jersey Giant. 18 holes of golf with a cart with dinner to follow, along with outstanding prizes and a silent auction. All this plus special guests and contests for only \$125. Get a foursome together (or sign up as an individual) and join us for this special event. We will cut-off registrations at 144 golfers (36 foursomes) so don't delay. **GO TO www.cvcgolf.org and sign up today.**

BCAM FALL CLINIC: Another special weekend will be the Annual Fall Coaches Clinic to be held on Friday, October 4 and Saturday, October 5 at the Best Western Plus Hotel in Lansing. Greg Mitchell, Clinic Director, has been working hard to bring some of the top speakers to our clinic. What a way to start with Coach John Beilein (Michigan) who led his Wolverines to the NCAA title game last season. Suzy Merchant (MSU) will bring her coaching talents to our clinic along with Bob McKillop (Davidson Men's), Steve Hawkins (WMU Men's), Randy Baruth (new men's coach at Saginaw Valley), Jeff Anama (East Kentwood Boy's), Rob Smith (East Lansing Girl's) and Jason Otter (Individual Workouts). And to finish out the clinic, we will travel to Breslin Center on the MSU campus for a Michigan State practice. Friday's speakers will be at the hotel and Saturday morning will be on court at Holt High School. **COMPLETE DETAILS OF THE CLINIC AND REGISTRATION INFORMATION WILL BE COMING TO COACHES IN AUGUST. REGISTRATION WILL BE ONLINE OR YOU CAN MAIL IN THE APPLICATION. EITHER WAY, YOU DO NOT WANT TO MISS THIS GREAT CLINIC AT A VERY LOW PRICE.** **Note: BCAM will again offer our 4 coaches for the price of 3 special. Why not bring your staff to this basketball weekend?**



THE ORIGINS OF REACHING HIGHER: [Preparing the College-Bound Students](#) - Because of special rules to limit coaches' compensation, national travel and live television, it is less apparent in Michigan than in some other parts of the country; but there is widespread opinion that amateur basketball is out of control in America. That it's in shambles, operating almost entirely outside of school/college control, but in the hands of corporate interests and unregulated agents. There is a sense that the sickness of boys and men's basketball is infecting the purer women's game as well as lower profile sports. There are predictions that the disease will soon spread to football.

The National Collegiate Athletic Association has repositioned state high school associations toward leadership in improving the environment of amateur basketball to help restore integrity to the college game and to the recruitment of high school players.



While the elite athlete will never become the most central focus of high school athletic administration in Michigan, there is some danger that the corruption of the college recruiting process in basketball is spreading to other sports and settling to younger and younger athletes each year. Preserving the health and integrity of interscholastic athletics generally may require this proactive approach to this special population of players.

To that end, the MHSAA and BCAM began its journey in assisting those athletes aspiring to play beyond high school with the inaugural boys and girls Reaching Higher Basketball Experiences in the Spring of 2009. The events were met with enthusiasm from participants, coaches, officials and administrators. Information from those events can be found on the basketball pages of the MHSAA website (www.mhsaa.com).

The Reaching Higher Basketball Experiences for 2013 are as follows: Girls, July 25 at South Lyon HS; Boys, July 17 at South Lyon HS.

(While this year's participants are set, watch for next year's nomination period to begin in December/January for the 2014 Reaching Higher Showcases.)

SUMMER "DEAD PERIOD": Hopefully as you are reading this Report you are enjoying the 7 day dead period as required by the MHSAA. Most of you have completed your 15 days of coaching in competition with your team. Find time for yourself and your family and re-charge your batteries for the upcoming school year.

SPONSORS: Another reminder that we have great sponsors. They are giving financial assistance to BCAM which helps support our many endeavors. Their help also enables us to keep our membership dues at a level that is lower than all the other coaches associations. So please keep them in mind when ordering equipment. Team Sports and Johnny Mac's have all the basketball equipment you need at prices that are competitive. They both have Rawlings basketballs and Nike clothing. Gatorade can supply your hydration needs. And Meijer offers everything else you need for your everyday needs. Our newest sponsor, Shoot-A-Way, will be demonstrating at our fall coaches clinic. It is a great shooting aid. Go to www.bcam.org and click on *BCAM'S SPONSORS* for more information.

My Most Memorable Four Years

*by Bob Wojcik, Basketball/Football Official, Hudsonville.
Bob is also a member of the BOCCC Committee.*

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There is no hesitation from me when someone asks me to share the most memorable time of my life. Without a doubt it was the four years I spent in high school. Sports, of course was a huge part of this experience, but it wasn't all about being on the field/court. What I remember is all the people who impacted my life and I do mean, the rest of my life. I lost my father to a massive heart attack when I was only ten years old. I guess I really appreciate all the men who stepped up to be a role model to me in my impressionable youth.

It was the coaches who took the time to be sure I got home safely from practices and games. They influenced my decision-making skills as I tried to find my way. Everyone says "athletics gives life lessons" and I am living proof of this cliché. Coaches taught me responsibility, dependability, and honesty (play by the rules). I remember being pulled to the side for showing my temper when an opponent called me a name. The coach quietly said, "You are a better person than this." As I look back on this, I appreciated this kind of coaching as much as the coaching of the game. There were many ways my coach could have handled my outburst, but this had a very positive impact on how I handled myself in future similar situations.

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

I had the opportunity to be player/coach with my summer baseball program. My coach saw something in me and had faith in my ability to handle this awesome responsibility. It is an experience I will always treasure. This definitely influenced my decision to give back by officiating both basketball and football.

I could give many other specific examples, but want to close by thanking all the coaches who take special interest in the individual and personal needs of their players, on and off the field/court. You may not always see the end results first hand, but you do make a difference!

Dear BCAM Members:

Dave Ginsberg, Executive Director – National High School Basketball Coaches Association (NHSBCA)

On June 7th the "basketball community" lost an icon in our profession – Charles Coles. Charlie had a long and highly successful coaching career at Saginaw High, moved on to be an assistant at the University of Detroit, and then was the head coach at Central Michigan from 1985-91. After leaving Michigan, Charlie was the head coach at Toledo Central Catholic High School, became an assistant at his alma mater, Miami University of Ohio, and finally had a

terrific 16-year run as Miami’s head basketball coach. Coles is the all-time winningest coach in the history of the Mid-American Conference, and his honors could fill up an entire page. He was a LIFER, coaching well over 40 years! But Charlie was much more than a basketball coach; he was my best friend and confidant for one. I met Coach Coles in 1973 at St. Cecilia in Detroit. He was coaching Saginaw and I was coaching Grand Rapids Union, and we both thought that each other were terribly “strange!” Turns out – it was TRUE! That started our 40-year relationship, and there is a gigantic hole in my life right now. The day Charlie passed away I decided to write a “Tribute to Charles Coles,” and after speaking with Tom Hursey, I decided to include it here. I hope you enjoy, and for those that knew Charlie, I hope it brings back some good memories. *(Dave’s tribute can be found on the website continuation of this Monthly Report.)*

ANALYSIS OF MHSAA MEMBERSHIP - April 17, 2013

758 Total High Schools

Total Public Schools	637	84%
Charter (Public School Academies)	49	6%
Traditional Schools	588	78%
Total Non Public Schools	121	16%
Religious	111	15%
Secular Non-Public	10	1%



FOR ALL ACTIVE BASKETBALL COACHES IN MICHIGAN:

Bill Ullenbruch, Grand Rapids, MI (BCAM Hall of Fame)

Do not be afraid to tap the resources of retired coaches and ex-coaches. There are no magic formulas for being a successful coach. It comes from your dedication to the sport, plus the compassion you have for the players you coach. The old coaches have a wealth of knowledge and experience. From these women and men you may find a hidden gem that will aid you in obtaining your goals. I urge you to seek out these women and men in your community, set up preseason, midseason, and state tournament season meetings. You might discover key elements that will fit your program. Why waste this resource that surrounds you?

Tribute to Charles Coles

By Dave Ginsberg / June 7, 2013

Charles Coles was one of the most unique men to have ever walked this planet. I know he was most known for his long and successful years of coaching basketball, but he was much, much more than that. For me, he was my best friend, mentor, advocate, brother, and hero. For others he was husband, father, grandfather, coach, leader, representative, counselor, teacher, scholar, as well as tyrant, dictator, a difficult person to satisfy, and a multitude of other things for many people. Each of us view others through our own eyes, thus we have different perspectives while looking at the very same person. Here is my perspective on Charles Coles...

Charlie was a **FIGHTER** and a **WARRIOR!** He conducted his business as if he always had his back to a corner and was fighting his way out! He developed an edge for himself and used it to his advantage. I really feel he had adopted an “underdog mentality” over the years, and therefore had convinced himself that he had to work harder, fight longer, and care more than his opponents. He appeared to many to be fearless, yet I feel he acknowledged fear and used it to motivate himself. If Charlie felt one of his “guys” was afraid as a battle drew near, he would address that immediately in no uncertain terms.

I have never met a tougher person than Charles Coles. **NEVER!** He would tackle any challenge that came his way and not back down from anything. Our staff meetings and practices at Central Michigan were intense, pressure-packed, and high energy every single day. I have never experienced anything like those moments in my life. If anyone appeared in any way to be weak in mind, body, or spirit, then they were “challenged” as never before. We played poorly at Ball

State one night and lost - as soon as we got back to Mt. Pleasant we assembled in the locker room, watched our “foul play” on tape over and over, then went out and had a full-scale INTENSE practice! This lasted until DAWN! When Ball State came to CMU later that season we ran them out of the gym! **TOUGHNESS!** But, let me say this as well - Charlie would “go to the wall” with whoever got into the trenches with him. Once you were “with him,” he would fight for you to the WIRE! Charles Coles fought for me personally more than anyone else has in my entire life. In addition, he was someone that would not “sugar-coat” the truth when you needed to hear it. There was a time I needed to be exposed to the painful truth – Charlie delivered. That was when I knew he was truly my friend. He was real, authentic, and had a huge “caring heart.”

Charlie also had a unique way of using words to get someone’s attention. He was very clever with that. I’ve seen him carve people up in a conversation, yet all the while appear to be “complimenting” them. Sometimes he would intentionally spell someone’s name incorrectly or mispronounce it, just to let them know they weren’t that darn important. **BRILLIANT!** He was a master in these moments, yet you had to know him well to completely understand just what he was up to. He was outstanding at “putting his glasses on YOU,” (get you to see what he wanted you to see) and turning the conversation in the direction he wanted it to go. **GENIUS!**

Coach was also a “protector” of the game. It offended him to see basketball played improperly. His goal was to honor the opportunity to coach and play this beautiful game at all times. There are those that never quite understood that. I knew that if a player played with passion and heart, worked hard and was unselfish, and approached his education in the right way, he would have always excelled with Coach Coles. However, if someone did not give his all, was sloppy in his approach to our mission, underperformed academically and socially, life could be very difficult in Charlie’s program. In addition, we NEVER feared or shied away from the “big boys” (the schools that had more money, prestige, and power than us). **We sought them out.** I loved those times. We got our best player invited to the U.S. Olympic Trials in 1988. Charlie sent me out to Colorado Springs to see that our “presence” was felt no matter who was playing – a **BOLD** move! Our guy turned out to be captain and leading scorer of that Olympic team – we were in the trenches and fought our way through the “garbage” of the basketball “politics.” **THAT was Charles Coles! He would look into the eyes of “uncertainty and doubt,” and KICK BUTT!**

Charles Coles was a “man for all seasons;” one who attacked his life with a ferocity that only a few can even imagine. He loved his family with a passion and depth that few ever saw, and he never wavered with that. We often spoke of family and the importance it brought to our lives. Like all of us, Charlie had some regrets. However, his heart was pure, his agenda was exemplary, and he worked at being the best he could be. I admired him immensely – no matter how difficult things would sometimes get, he would reflect back on the wonderful life he’d had with Delores, his beautiful children Mary and Chris, and of how proud he was of them all – especially his grandchildren! **Charlie Coles was my hero** – I will miss him more than anyone knows. Our times together, the things we experienced, our memorable talks in “code;” **WONDERFUL!** If we could have a few moments together right now, I would continue to let him “put his glasses on me,” and love every second of it! **GOD BLESS you Coles!** Thanks for “passing the torch” in such an honorable way – **we LOVED you for it.**

Want to Get Better?

The 10% Rule is a Great Place to Start!

This time of year average players are looking for ways to become above average; above average players are looking for ways to become good; good players are looking for ways to become great; and the great players are looking for ways to join the elite.

However, sometimes the task at hand can seem overwhelming and many players just don't know where to begin. Should they attend camp? Hire a personal trainer? Find a skill development coach? Work out with their friends and teammates?

If you happen to find yourself in a similar situation, then try starting your self-improvement journey with the "10% Rule." The rule itself is extremely simple - just increase everything you do and everything you are asked to do by 10%.

Does your team practice for 2 hours? Then stay after for an extra 12 minutes working on your game. Has your coach suggested that you take 200 shots every day? Then don't walk off the court until you shoot 220. Are your teammates running 30 sprints a week? Then you suck it up and run three extra ones.

Applying the 10% Rule is going to accomplish three things:

First of all, you are going to get better as a basketball player. As an example, shooting 20 extra shots every week day will give you an extra 100 shots a week, an extra 400 shots a month, and almost an extra 5,000 shots a year. If you are beginning your freshman year in high school you will have taken an extra 20,000 shots by the time you graduate. How can you not be better after taking that many shots?

The same principle can be applied to all other areas of the game as well. Passing, ball handling, speed & agility, strength training, etc. can all improve with as little as 10% more effort.

Secondly, you will establish yourself as a leader and as an example to the rest of your teammates. Your teammates and your coaches will notice you coming in a little earlier, staying a little later and working a little harder.

They will also notice your gradual but steady improvement and you becoming more conditioned and better skilled. Because they see you differently they will begin treating you differently. Your teammates will have more confidence in you and your coaches won't panic if you make a mistake. Everyone will cut you a lot more slack because you put in just a little more effort

Third, your own self-confidence will start to skyrocket. Every day you will walk into the gym knowing that you've worked harder than your teammates and that you've exceeded your coach's expectations. Not only will you know that, but they will know that as well and that will give you even more confidence. A lot of players have performed better than anybody ever thought possible simply because they had a steadfast belief in themselves.

Obviously utilizing the 10% Rule is not the only step you'll ever need to take on your journey to improvement. However, it is a great way to start and more importantly it's something that you can begin using right away. What are you waiting for?

[by Dave Stricklin](#) www.hoopskills.com



MORE FROM COACH JOHN WOODEN:

When asked to comment on “balance” Coach replied:

We must keep things in perspective. Balance is keeping things in perspective. Don't get carried away if things are going too well or too poorly, don't get carried away, just continue or make the effort to do the best you can at whatever you're doing.

In his book *Wooden on Leadership* with Steve Jamison Coach commented on the importance of balance for a leader:

I strove for balance in my leadership and coaching and taught that balance was necessary for Competitive Greatness: The body has to be in balance; the mind has to be in balance; emotions must be in balance.

Balance is important everywhere and in everything we do.

The leader must set the example, not only in areas of right and wrong—character, of course—but elsewhere.

In my opinion, effective leaders understand that moderation and balance are linked to long-term success.

Workaholics, for example, lack balance. Imbalance, in my opinion, is a weakness that sooner or later causes problems. The first problem is likely to be inconsistency in performance.

Excess in just about anything has the potential to create erratic performance.

Communicate this fact throughout the ranks, and, of course, don't forget that your own example is frequently the very best method of communication.

Coach believed that the ability to balance work and family was a result of hard work and careful planning.

Failure to prepare is preparing to fail and don't mistake activity for achievement were the two cornerstones of Coach's meticulous process of organizing and executing his daily schedule.

At the first John Wooden Course a young man in the audience explained to Coach how difficult it was for him to balance work and family with his busy schedule.

He implored Coach to tell him how he could get better balance in his life.

Coach replied:

Plan your day more carefully.

www.woodencourse.com

If

If you can keep your head when all about you
Are losing theirs and blaming it on you;
If you can trust yourself when all men doubt you,
But make allowance for their doubting too:
If you can wait and not be tired by waiting,
Or, being lied about, don't deal in lies,
Or being hated don't give way to hating,
And yet don't look too good, nor talk too wise;
If you can dream---and not make dreams your master;
If you can think---and not make thoughts your aim,
If you can meet with Triumph and Disaster
And treat those two impostors just the same,
If you can bear to hear the truth you've spoken
Twisted by knaves to make a trap for fools,
Or watch the things you gave your life to, broken,
And stoop and build them up with worn-out tools;
If you can make one heap of all your winnings
And risk it on one turn of pitch-and-toss,
And lose, and start again at your beginnings,
And never breathe a word about your loss:
If you can force your heart and nerve and sinew
To serve your turn long after they are gone,
And so hold on when there is nothing in you
Except the Will which says to them: "Hold on!"
If you can talk with crowds and keep your virtue,
Or walk with Kings---nor lose the common touch,
If neither foes nor loving friends can hurt you,
If all men count with you, but none too much:
If you can fill the unforgiving minute
With sixty seconds' worth of distance run,
Yours is the Earth and everything that's in it,
And---which is more---you'll be a Man, my son!

Rudyard Kipling

