



Basketball Coaches Association of Michigan

BCAM Coming Events:

May 15 to June 20
-Pistons/Shock
Scholarship form
for children of
BCAM members
accepted

June 1 - Beginning
of 09-10 BCAM
Membership Year.
Get Registered!

August 1 – All-Star
Games in Brighton

August 4-6 –
Board of Directors
Meetings

October 2-4 BCAM
Coaches Clinic in
Lansing

October 2 – Hall of
Fame Banquet

From the Executive Director:

As most of you are readying for your “summer season”, I want to give you a reminder that you and your players need some time away from basketball. Every kid is different. Some need the discipline and regimen of organized basketball, but some need time away to enjoy other endeavors. This doesn’t mean that they don’t care about basketball. It probably means they need some time to “get away” so when they come back, they are more focused and energized. Don’t lose some players to burn-out.

You as a coach also need to make sure you and your family don’t suffer from your enthusiasm for the great game of basketball. Take time this summer to reacquaint yourself with your family. Maybe a few days at BCAM Week at Shanty Creek would be the answer (See below).

BCAM continues to add benefits for members. Take advantage of these benefits:

- We have had a great start with our first annual Reaching Higher Showcase.
- We hope to see many coaches take part in BCAM Week at Shanty Creek.
- Some members are looking into “seeding” for tournament games.
- The Rawlings “MHSAA” ball will be used throughout the state tourney so you will want to have that ball on your rack this coming year (which benefits BCAM).

We are offering \$45 vouchers toward the CAP program offered by the MHSAA (see below).

-There is a BCAM special rate to join the National Federation and qualify for their liability insurance (see below).

-Our website www.bcam.org is continually updating information for members.

-And best of all, we have cut our School Special price to only \$80 for 15 coaches.

Enjoy your summer, you’ve earned it.

"This is BCAM's biggest weekend of the year..."

WHY GO ANYWHERE ELSE WHEN YOU CAN STAY HOME AND SEE THIS GREAT CLINIC LINE-UP?

Mark October 2, 3 & 4 on your calendar. This is BCAM's biggest weekend of the year. Hundreds of your peers will be attending the best clinic in the midwest. Don't miss these top coaches:

- Mike Anderson - Missouri
- John Beilein - U of Michigan
- Randy Bennett - St. Mary's (CA)
- Jim Boylen - Utah
- Keno Davis - Providence
- Bob Huggins - West Virginia
- Denny Kuiper - Former Mt. Pleasant HS Coach
- Don Meyer - Northern State Univ.
- Matt Painter - Purdue
- Jeff Walz - Louisville Women's
- Jim Goorman - Muskegon Western Michigan Christian HS

Brochures and registration forms will be mailed to coaches in August. WE WILL AGAIN OFFER THE "4 FOR THE PRICE OF 3" SPECIAL.

PISTONS/SHOCK SCHOLARSHIP INFORMATION:

Dave Wassink - Scholarship Chairman

This is our 20th year of offering your graduating son/daughter an opportunity for one of the Pistons/Shock grants. BCAM has awarded more than \$131,000 in scholarships during the last 19 years. The application period is from May 15 to June 20. These grants are primarily awarded on merit and leadership. A secondary counseling professor at one of the state universities will make the selections. This year up to 12 grants will be awarded.

The following Board of Directors' policy has been in effect for the last 12 years: For your son/daughter to be eligible for a grant, you must have been a member of BCAM for the last five (5) years.

Applications can be found at www.bcam.org under FORMS. Download the Scholarship Form, fill it out completely and follow mailing instructions.

COACHING THE MILLENNIAL STUDENT-ATHLETE

by Greg Shelley & Colleen Sager

Millennial student-athletes have been told that they are special, the best, the brightest, and capable of almost anything. But for many coaches a "generation gap" has emerged that has greatly impacted recruiting, parent interactions, individual and group discipline, team responsibility and accountability, and overall performance expectations.

Nine suggestions for coaching the Millennial Student-Athlete:

1. Make your words less predictable and more memorable.
2. Grab their head and their heart in the first several minutes.
3. Earn their trust.
4. They love images...so give them a picture.
5. Remember, your athletes are high maintenance...but they can be high performance too.
6. Be aware that your actions are internalized by the team.
7. Develop a real "family" environment and gravitate toward group activities.
8. Accept that your athletes may not know any different.
9. Stick to your word and practice what you preach.

Oh, one last thing...Don't forget to have fun! Everyone wants it to be fun.

For more information on the above article go to:

www.championshipcoachesnetwork.com

BCAM VOUCHER REDEEMABLE FOR \$45 OFF ANY MHSAA COACHES ADVANCEMENT (CAP) COURSE IN 2009-10

Thanks to Rawlings and the Reaching Higher Program offered by BCAM and the MHSAA, we are able to offer one hundred \$45 vouchers to BCAM members. These vouchers can be used to reduce the cost of the Coaches Advancement Program (CAP) offered by the MHSAA during the 2009-10 school year.

The first 100 people to follow these directions will receive a voucher:

- Join BCAM for the 2009-10 year. Go to www.bcam.org and click on JOIN BCAM. Follow directions. *Check with your varsity coach to see if your school has paid for you through the School Special.*
- If you register online, include a note with your check requesting the voucher.
- Or if you register by mailing in your form, include a personal note requesting the voucher.
- If you have already sent in your 09-10 membership payment, email Amy at ahaydenburg@chartermi.net requesting your voucher. Include your mailing address.
- We will not send multiple vouchers to any one person. Each coach wanting a voucher must make their own personal request for the voucher.
- You are only allowed to use one voucher per year .
- We will mail you your CAP voucher that you must use during the 2009-10 school year.
- You can use the voucher for any one of the 6 CAP level programs.
- Go to www.mhsaa.com for the upcoming CAP schedule.
- Requirements for receiving voucher:
 - You must be a BCAM member for 2009-10
 - You must be involved in coaching basketball at any level

LET'S TAKE A LOOK AT SEEDING

Dave Ginsberg, Head Basketball Coach, Traverse City St. Francis High School

My assistant (Matt Bauman) and I are putting together a “user-friendly” formula for coaches and AD’s to use at the conclusion of each basketball season that will determine “seeding points” as the State Tournament begins in March each year. We feel that every team entering the MHSAA tourney should be seeded into the districts in a position based on their performance over an entire season.

In essence, these are the major points of our philosophy:

- The MHSAA would do nothing different / they would determine the teams to appear in a district tourney based on location, etc.
- Once a season is over, coaches/AD’s would bring with them (to the “draw” meetings, or FAX / e-mail if they cannot be there) a worksheet that will be filled out in advance of the meeting – this sheet would have a “point total” determined by an easy-to-fill-out method that will decide WHERE a school would be seeded in the district tourney / every school in the district would have their own seeding “point total.”

COACHES VS CANCER EFFORTS PAY OFF WITH RECORD AMOUNT

We are happy to announce that through your efforts, BCAM coaches raised over \$23,000 this past season for Coaches vs Cancer. Way to go! Please plan on continuing your efforts next year.

“We feel that every team entering the MHSAA tourney should be seeded into the districts in a position based on their performance over an entire season.”

- The district tourney AD would then seed the teams into a bracket based on their “point totals.”
- Once a team wins the district, they would then be “seeded” (by the regional tourney AD) into the regional bracket using their pre-district “point totals.” (the MHSAA would continue to determine where district winners would report to their regional tournaments / NOTHING NEW!)
- There would be NO SEEDING in the quarterfinals, semis or finals / the MHSAA would continue to do exactly as in the past / NOTHING NEW required on their part!

We feel that this procedure would require very little effort. Coaches and AD’s would be required to fill out the worksheet at the conclusion of a season to determine a team’s “point total,” then from there on (after the district tourney AD does the seeding) things would be exactly as they have always been (including same regional “assignments, but those teams would be seeded as well based on their “year-long” performances). This process would be extremely easy to administer and would avoid having outstanding teams play each other immediately in the tournament. We also felt that seeding across “regional tourney areas” would be much more complex. Though maybe not perfect, this would certainly be an improvement over the current “blind draw” process.

Please e-mail me (hoopster33@hotmail.com) if interested in assisting, providing support, or if you have an interest in serving on a committee as we move forward in gaining BCAM’s support. We do not want to add to the complexity of this endeavor – we want to “keep it simple” so that it can be approved by the MHSAA in a timely fashion without causing NEW “work stress” for our governing body. Thanks.

BCAM’S CODE OF ETHICS

Purpose: The Basketball Coaches Association of Michigan Code of Ethics has been developed to promote the best interests of the game and the coaching profession. The ultimate success of the principles and standards of this Code depend upon those for whom it has been established---the basketball coach.

All Basketball Coaches should endeavor to:

- (1) Promote the educational standards of your school.
- (2) Adhere to all rules that apply to the game of basketball as set by the MHSAA.
- (3) Demonstrate leadership in fair play and sportsmanship.
- (4) Insure to the best of our ability, safety and health measures for all players.
- (5) Conduct oneself as a positive role model for your players, coaches, school and community.

BCAM WEEK AT SHANTY CREEK:

Here is a chance for you to enjoy family time at a first class golf resort in northern Michigan at a reasonable price. Mark August 3-7 on your calendar. Bring your family, bring your buddies, spend 5 nights or spend one night, play golf on great courses for low rates or just enjoy the pools and relax. There will be a Coaches vs Cancer Golf Scramble and a BCAM Flight Championship (guests can compete). More details will be sent to you soon.

“The ultimate success of the principles and standards of this Code depend upon those for whom it has been established—the basketball coach.”

Basketball Coaches
Association of
Michigan

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***As a united body,
BCAM exists to
represent and
serve basketball
coaches for the
betterment of our
great game!***

Visit your Website!

See us at:

www.bcam.org

BENEFITS SUMMARY for membership with the National Federation of State High School Associations

Insurance

- Excess liability coverage
- Log on to www.bollingerNFHS.com for more information about the insurance coverage.
- For \$1 million in additional liability coverage, see "Access to the NFHS Coach Education Program Courses" below.

NFHS Coaches' Quarterly Magazine

- At least four issues of a professional journal aimed at improving the effectiveness of coaches
- Articles written by active coaches and coaching educators
- All sport rules changes and interpretations published annually

National Awards Program

- Every state will select 21 coaches of the year in selected sport categories.
- A sectional coach of the year in each category will be selected from each of the eight sections.
- A national coach of the year in each sport will be selected from the sectional recipients.
- Winners will be honored in the *Coaches' Quarterly* magazine as well as on the NFHS Web site.

Members-only Web Site

- Access to sport rules and sport-specific information
- Access to articles from past issues of the *Coaches' Quarterly* magazine
- Links to other partners of the NFHS Coaches Association
- Renew membership and update contact information online

Access to the NFHS Coach Education Program Courses

- Coaches can go to www.nfhslearn.com to access information and/or purchase the Fundamentals of Coaching and First Aid for Coaches courses.
- Member coaches will receive updates and have access to the latest information on sports nutrition and sports conditioning, as well as information on tactics and techniques courses supplied by our national sport-specific partners.
- Any member coach who has completed both the NFHS Fundamentals of Coaching and First Aid for Coaches courses will receive an additional \$1 million in excess liability coverage at no extra cost.

NFHS Coaches Association Representative on Each Sport Rules Committee

- Members are eligible to serve a four-year term on each sport rules committee as a representative of the coaches association.

Discounts

- Visit our Web site (www.nfhs.org) for member discount information.

HOW TO JOIN THE NFHS AT THE SPECIAL RATE:

- When you join BCAM, you will receive a membership card. Included will be a form to join the NFHS.
- Fill out the form and mail it back to the address on the form along with a check for \$20 made out to NFHS.
- Once we receive your check and form, you will qualify for the liability insurance.

QUOTE

Some guys play with their head, but most important, you got to play with your heart. If you're lucky enough to find a guy with a lot of head and a lot of heart, he will never come off the field second. *Vince Lombardi – Football Coach*

Be Sure To Support Your BCAM Sponsors

