

# BCAM Monthly Report September 2009



## From the Executive Director...

--by Tom Hursey

The summer is gone and it is time to rev up the engines for another school year. Make this the best of your career.

As most of you know, this Monthly Report replaced our old three-times-a-year newsletter. I hope that this effort is more timely. It definitely saves BCAM money by emailing instead of snail mail. The combination of this Monthly Report and our website has greatly improved our communication with each of you.

Our old website host decided to close down so we are in the process of designing a new website. It should be up and running very soon. It will allow the BCAM office to serve members even better than before. Once it is up and running, we will let you know. Please spend some time looking it over and finding out how it can help you as a coach. [www.bcam.org](http://www.bcam.org)

The BCAM Coaches Clinic is around the corner: October 2-4. If you turn your clinic registration over to your AD's office, make sure you follow up to see that it is being processed. Every year we have coaches show up thinking that everything has been taken care of only to find that we have not received any forms and/or money. If this happens you need to pay at the door and we will return your check (or cash) when we receive your school payment. Don't let this happen to you. Check and double check to make sure your payment arrives on time.

Speaking of clinics, Ed Dutcher has out-done himself with the clinic line-up this year. Where else can you get this great line-up, a Hall of Fame Banquet ticket, two coaches parties, a clinic gift, and a chance to talk basketball with your coaching peers for only \$75 (less if you use the "Pay for 3, get the 4<sup>th</sup> coach free" offer). Clinic info and Registration forms are available at our website.

With the state's economy struggling, BCAM is doing whatever possible to keep down member's expenses. Our \$80 School Special is very popular. The "4 for the price of 3" clinic special saves money. We have cut expenses by going with email communication. We hope to keep our dues at a very low price in the future. One of the reasons our dues has remained the same is because of our great sponsors. Doesn't it make sense that each of us should be supporting the sponsors that support us through BCAM? **Rawlings** is the ball of BCAM and the state tourney. Shouldn't the majority of your basketballs be Rawlings? **Meijer** underwrites the BCAM awards to players and coaches. Shop at Meijer! **New Balance** is the shoe of BCAM. Put your team in these great shoes. **Gatorade** has supported BCAM for almost 15 years. Use it at your games. The **Pistons** and **Shock** have given well over \$100,000 in grants to children of BCAM members. Take your team to a game or two. **DC Sports** is the apparel company for BCAM. Check out their deals for team equipment. **NOAH** offers a unique method of improving an individual's shooting. You need to check this program out. Remember to **SUPPORT THE SPONSORS THAT SUPPORT YOU**. To reach the website of any of our sponsors, click on their banner along the side of our website.

Have a great 2009-10 school year and I will see you at the clinic. --Tom

## MARSHALL THOMAS HONORED

Long-time Saginaw HS boys coach and athletic director Marshall Thomas, was recently named the Detroit Free Press Prep Person of the Year. This is a well-deserved honor for a great coach and an even greater person. He grew up in Saginaw and returned after college to teach and coach. He has turned down various offers to move away from his hometown but felt Saginaw was the place he needed to be. BCAM congratulates Marshall and hopes he enjoys his retirement.

## Five Keys to Motivating Your Players – Jeff Janssen

Looking for ways to motivate your players this coming season, click on this link:

<http://www.championshipcoachesnetwork.com/public/402print.cfm>

## **SOME THOUGHTS ON HIGH SCHOOL SUMMER BASKETBALL AND AAU BASKETBALL**

**--Dan Hoff (AAU Committee Chair)** *If you are interested in commenting or being part of Dan's committee contact him at: [drdhoff@yahoo.com](mailto:drdhoff@yahoo.com).*

Now that the high school summer basketball and AAU basketball seasons have drawn to a close, I would like to make some personal observations about both high school summer basketball and AAU basketball.

The high school summer basketball shootouts and leagues in which my team competed were extremely well-run and beneficial. The shootouts and leagues provided excellent competition, and the teams who competed were well-coached. The players played very hard, and the coaches realized that they were representing their schools as well as their players and themselves in how they conducted themselves. There were a few team "no-shows" for both the shootouts and the leagues, and those were extremely disappointing to see; moreover, they reflected poorly on the schools and the programs who failed to live up to their commitment to compete in the shootout or league. Overall though, the summer high school experience was very enjoyable for the players and the coaches, and much was gained from the experience both athletically and socially, and both individually and collectively.

I did not coach an AAU team, but I was a spectator at many games in which my high school players played. The AAU season involved more games than did the high school summer season; however, the weekend tournaments had fewer games per day than did the high school shootouts and leagues. This provided a great deal more "down-time" for the players. One benefit of this "down-time" was that the players from many different schools were able to enjoy each other's company a great deal socially; one negative of the "down-time" was that the expense per game for these tournaments was much higher than it was for the high school summer season. In addition, the players were often away from many of their family members for extended periods of time. The players, for the most part, played hard in the AAU games, although players who were allowed to loaf did just that. The games, though, in contrast to the high school summer season, were more often characterized by one-on-one basketball, primarily demonstrated by drives to the basket, whereas high school summer games tended to focus on team sets and ball movement and reversal. The two areas where there were more glaring differences were in the behavior of the coaches and in the refereeing. During the AAU games, coaches were often much more demonstrative in response to calls, including one occasion when a coach called time-out to allow himself time to walk across the court and berate the referees using off-color language while gesticulating wildly. Foul language was more often used by coaches when addressing their players too, than I witnessed during the high school summer season. Also during AAU games, the referees tended to allow the games to get much rougher, consistently allowing grab-style hand checking on the perimeter and nearly unlimited contact in the post area and on basket cuts; both of these are different from how the referees called the games during the high school summer season.

From my conversations with college coaches, it was apparent that the AAU tournaments provided them with a great opportunity to see many players play at single sites; this is a definite plus for them as they evaluate players. On the downside, it was also observed that some players were not good "fits" for their respective teams: some post players were on teams that were perimeter-oriented, some shooters played on teams with drivers who rarely kicked the ball to shooters, some good defenders were on teams that did not play team defense, some players played on teams that had too many players playing the same position. Although it was observed that this can happen on high school teams too, it was also observed that high school teams practice so much more that high school coaches often better learn their players' and teams' strengths and weaknesses. From the perspective of college coaches, it was also observed that high school coaches tend to have overall a much better understanding of their own players than do many AAU coaches: the players' academic performance, behavioral tendencies, attitudes, work ethic, family situation, personality, etc; this was seen as an especially problematic circumstance in regards to the AAU experience, mostly as it relates to recruiting done by non-D1 programs with more limited budgets and often tougher entrance requirements.

From watching both high school summer basketball and AAU basketball, I was impressed by the different opportunities that the programs afforded our young athletes. Work needs to continue to ensure that the two programs work together for the benefit of our young athletes as they compete in a game that they love.

## **NEW ADDITION TO THE BCAM BOARD OF DIRECTORS**

Cameron Nichols, boys' basketball coach at Detroit Renaissance HS has been added to the BCAM board as the Public School League representative. He will take the lead in membership efforts with PSL coaches.

## **GENDER-EQUITY LAWSUIT**

The final tally for costs owed by the MHSAA is just over 6 million dollars. For those of you who might be concerned about the future of the MHSAA, be assured that they will survive. They have had a good financial year and payments to cover court costs are being made on time. It is business as usual at the MHSAA office.

## **National Coach of Year Nominees:**

Each year BCAM nominates a boys coach and a girls coach for national honors. This year John Biedenbach, girls coach at Trenton HS and Dan Fife, boys coach at Clarkston HS are the nominees for the National Federation Coach of the Year and the National High School Athletic Coaches Association Coach of the Year. The finalists for these two awards will be invited to national conferences next summer.

## **1<sup>ST</sup> ANNUAL COACHES VS CANCER GOLF OUTING**

Seventeen foursomes gathered at the Cedar River Golf Course at Shanty Creek on August 6<sup>th</sup> to take part in the first summer Coaches vs Cancer Scramble. The course was in excellent condition, the weather was perfect and a good time was had by all.

The event pulled in \$1365 for Coaches vs Cancer. BCAM donated the food and drink after the golf.

The winning team consisted of Ed Dutcher, Rick Albro, Phil Odlum and Vinny Perkins. They had an outstanding score of 59. Second place went to Jason Latz, Josh Latz, Dirk Besko and Jason Marshall with a score of 61. They won in a playoff over the third place team. The longest drive was delivered by Jeremy Peplinski. Glen Bagnall and Mark Bray were the closest to the pin winners.

Plans are underway for our 2<sup>nd</sup> Annual Scramble. Details will be coming out soon.

## **NCAA PROPOSAL CONCERNING SHOWCASES AND iHOOPS**

The National High School Basketball Coaches & Directors (NHSBC&D) has sent a proposal to the NCAA. The NHSBC&D represents 26 states and Tom Hursey is a Vice President of this group. He has written a proposal that expresses high school coaches' concerns about the NCAA prohibiting Division I coaches from attending state sponsored showcases. The proposal asks that the NCAA change their stance and allow DI coaches to attend.

The second concern is the iHoops program between the NCAA and the NBA. They have gone together to form a program that hopes to get to the "grass roots" of basketball in the USA. The NHSBC&D is concerned that high school basketball coaches are not well represented in this endeavor.

*Note: We are happy to report that the NHSBC&D recently heard back from Neil Dougherty of iHoops. They are willing to work with our national association in developing their program. We look forward to giving input to this endeavor.*

## **HALL OF FAME**

Three outstanding coaches will enter the BCAM Hall of Fame at the Fall Clinic. They are Dan Fife (Clarkston HS), Fred Shaw (Marysville HS) and Dave Sparks (New Lothrop HS). *Note: Mike Turner (Albion College) was the 4<sup>th</sup> selection but due to a previous commitment, he is unable to attend this year. He will enter next year.*

## HALL OF HONOR

Assistant Coach: Jim Champine (Grosse Pointe North HS)  
Brad Terebinski (Flint Powers Catholic HS)

Officials: Rick Massa (Fenton)  
Nichole Tilma (Holt)

Friends of Basketball: Barbara Lynch (Benzie Central HS)  
Joan Kreston (Flint Powers Catholic HS)  
Sr. Rosalyn Hengstebeck (Flint Powers Catholic HS)

Media: None this year

\*\*\*\*If you have someone you would like to nominate for next year's Hall of Honor, go to [www.bcam.org](http://www.bcam.org) and click on FORMS for a nomination form.

## BCAM'S COACHES ASSIST PROGRAM

*A financial assist program for those BCAM members who find themselves in a catastrophic situation.*

### Process:

- Situation is presented to the Executive Board by members or Regional Directors. Send to Tom Hursey at [bcamtom@aol.com](mailto:bcamtom@aol.com). The Executive Board makes a decision on the proposal as to the need and the amount of payment.
- Or if the situation is urgent, the Executive Director can make a decision to act quickly if the response needs to be immediate.

### Limit:

- \$1000 maximum payment per situation.

### Fund:

- The Coaches Assist Fund will be funded by:
  - Corporate Sponsorship income.

### Catastrophic Situation:

This fund is for very drastic situations in which a member and/or his/her family is faced with a financial crisis. The situation will be evaluated by the Executive Board on a case by case basis. The decision of the Executive Board will be final.

## Coach, You Can Help Recruit Better Officials!

--by Neville Owen, Santa Cruz, Ca, [neville@pacbell.net](mailto:neville@pacbell.net)

At the end of the season, a basketball coach in a small league told the commissioner, "The league needs some better game officials," as if the commissioner could go down to the hiring hall and pick up a few good ones.

One day, some day, coaches might start thinking about how people become interested in becoming a game official. And perhaps one day they will realize, they should play a role in developing that interest. After all, it directly affects them and their players. The quality of officials has a significant impact on how coaches coach and how players' skills can develop.

Throughout the country, there is a shortage of officials for all sports at the high school level, and the veteran officials, who are the leaders/mentors, are becoming gray haired. They will soon be reluctantly saying good-bye to a career they have loved and enjoyed for so many years. They will not leave the game because they want to, they will just no longer be able to physically keep up.

Where do officials come from? People pop up here and there who have played the game; an official talks a friend into officiating; some might answer a newspaper ad; or maybe someone working in a parks and recreation department might get interested. But is there really any proven program that guarantees to draw the attention of potential officials to the game? Not really. Most of them have no idea of where to go or who to contact to become an official.

There are various stakeholders in high school athletics – not just coaches and officials, but namely, athletic directors, principals, league commissioners, section commissioners and state commissioners – who have a vested interest in motivating people to become officials. They all want their athletic programs to do well and are continually working to develop them, but what role do they play in developing and strengthening the third team (game officials) on the court or field? They all want the best officials on their league, section and state championship games. Most say, "Send us your best," without taking a proactive role, or thinking they should take such a role, to help build a strong team of game officials.

Working with, and/or soliciting help from these other vital stakeholders, a concerned and proactive coach can help recruit quality officials by utilizing his/her own creative methods and ideas, as well as some of the suggestions listed below:

- Plant the seed early on. Invite a respected official to address your team on why they officiate, and the benefits of being an official. It is a way players can give back to the game and stay involved with a sport that has been a significant part of their lives. Additionally, ask the speaker to invite the players, as an introduction to officiating, to consider attending an official's meeting – visitors are almost always welcome.
- Emphasize to your players and others that virtually all professional and college officials started their careers at the high school level. A student-athlete who may lack the skills to play at that caliber can still set lofty goals and strive to officiate at these advanced levels. For example, NFL referee Bill Leavy, who has officiated two Super Bowls, never even played football.
- Contact your local commissioner of officials, asking what you can do to help recruit officials, as well as sharing your ideas with him or her.
- Display posters in college and high school locker rooms and gymnasiums, with such messages as. *"Think About Officiating After Your Playing Days are Over"* and *"Want to Become an Official?"*, and add a contact number to each.
- Contact officials at all levels for help. Most are willing to do what they can to help recruit. For example, I arranged for our association's educational chairperson and one of our former officials, NFL referee Bill Leavy, to speak on a community-interest TV program about the need for officials and the benefits thereof. Radio programs, focusing on similar subjects, can be effective, as well.
- In my local area of Northern California, a weekly TV program, featuring high school sports, was receptive to running a "crawler" at the bottom of the screen, stating *"Want to Become an Official?"*, with a contact number and website.
- Contact the sports editor at your local radio and TV news station. All broadcast media of high school sporting events are sensitive to the needs and wants of the community and are usually willing to help. With today's technology, it is easy to put a brief message on the screen.
- A call to the offices of most college athletic conferences (such as the Big Ten, MAC, Great Lakes Athletic Conference, etc.). may find them receptive to a request for one of their officials to give a presentation to a group of student-athletes, service clubs, professional groups or other such organizations. You may find that one or more of their officials, lives near you.

In your efforts to utilize any of the above-mentioned methods, do not be afraid to enlist the help of the aforementioned specific high school athletics stakeholders. The steady decline in the number of quality game officials remains an on-going problem. Coaches, you can step up and help turn this trend around. It's not as if you aren't aware of the lack of quality game officials – you just need to get going and do your fair share in helping to fill that void.

## Do More with Less: Preparing for the Unknown Season

Eddie O'Connor, Ph.D. Sport Psychologist, Performance Excellence Center  
at Mary Free Bed Rehabilitation Hospital

The economy is affecting your season and coaching responsibilities. High school sports are facing shortened seasons, elimination of junior varsity sports, reduced scrimmages, and shrinking transportation funds<sup>1</sup>. Athletic programs consider "pay to play"<sup>2,3</sup> as expected drops in gate receipts<sup>1</sup> add to the problem. Your budget may be fragile, yet you must plan the season for your athletes. How do you lead when you don't know where you're going?

The answer is: **Control the controllables**. As a leader, you control your communication style. You control your reaction to the anxiety of the unknown and stay focused on what is critical for success. You control the balance in your life which will replenish your energy for the long season ahead.

**Communication.** The natural tendency in these situations is to complain and focus on the negative. However, this brings down the morale of those around you.

You will find your administration may be more inclined to work with you if communications with them are proactive and cooperative:

- *Understand their perspective*, even if you don't agree. It keeps you as an ally.
- When discussing a problem, *present it with one or two possible solutions*. They will appreciate your proactive approach.
- *Keep your cool*. If you approach them in anger, your emotion will overshadow the message.

Other coaches, and particularly your players, follow your lead:

- *Be realistically positive*. Understanding and accepting the reality of the season, and having a plan to get through it successfully, will keep your team focused and optimistic.
- *This is a teachable moment*. Mentally tough athletes remain determined, focused, confident, and in-control under pressure. Talk about mental toughness as it applies in this economic challenge and on the court.

**Anxiety about the future** is normal. Here are a few things you can do to perform under the pressure:

- *Breathe deeply*. I know you've heard this before – but here is why it works: Your breathing regulates your intensity. A few slow, diaphragmatic breaths throughout the day will give your body a brief rest and clear your mind so you can refocus on what's essential.
- *Identify what's essential*. One of my most effective interventions when helping an athlete perform under pressure is to focus on the answers to these four questions:
  - What's my job? (2-3 key things you can control)
  - Do I know how to do my job? (Get the information if you don't)
  - Can I do my job? (If you don't have the skills to be successful, where can you get assistance?)
  - Will I do my job? (Commit and take action)
- *Be prepared*. When we are nervous, we ask ourselves a lot of "What if ..." questions. Rather than ruminate on these, take time to answer them.

**Find balance.** As important as basketball is, there are other areas of your life to attend to such as family and health. Stay balanced for your best performance in all areas.

Keep these ideas in mind as you prepare for your season and you'll bring your team through this economic crunch successfully. For more information go to:

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

### References

1. Dunn, K. (2009, June 6). Ailing economy taking toll on high school sports. *The Baltimore Sun*, Pg. 1D.
2. <http://www.gazettes.com/articles/2009/07/29/opinion/editorials/doc4a7099c4ba137947160280.txt>
3. <http://www.baltimoresun.com/features/parenting/bal-payforsports-0716,0,2435547.story>

## 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 100 \$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.

Follow these steps to receive your voucher:

- Join BCAM for the 2009-10 year. Go to [www.bcam.org](http://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 note requesting the voucher.
- If you have already received your membership card, email Amy at [bcamsecretary@gmail.com](mailto:bcamsecretary@gmail.com) requesting your voucher. Include your mailing address.
- 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](http://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

You are only allowed to use one voucher per year. You MUST mail the voucher with your balance of payment AT THE TIME OF REGISTRATION for your CAP course. You CANNOT redeem the voucher for a refund of money previously paid.

## THE BILL GATES RULES

Bill Gates gave a speech at a High School about 11 things they did not and will not learn in school. He talks about how feel-good, politically correct teachings created a generation of kids with no concept of reality and how this concept set them up for failure in the real world.

**Rule 1** : Life is not fair - get used to it!

**Rule 2** : The world doesn't care about your self-esteem. The world will expect you to accomplish something BEFORE you feel good about yourself.

**Rule 3** : You will NOT make \$60,000 a year right out of high school. You won't be a vice-president with a car phone until you earn both.

**Rule 4** : If you think your teacher is tough, wait till you get a boss

**Rule 5** : Flipping burgers is not beneath your dignity. Your Grandparents had a different word for burger flipping: they called it opportunity.

**Rule 6** : If you mess up, **it's not your parents' fault**, so don't whine about your mistakes, learn from them.

**Rule 7** : Before you were born, your parents weren't as boring as they are now. They got that way from paying your bills, cleaning your clothes and listening to you talk about how cool you thought you were. So before you save the rain forest from the parasites of your parent's generation, try delousing the closet in your own room.

**Rule 8** : Your school may have done away with winners and losers, but life HAS NOT. In some schools, they have abolished failing grades and they'll give you as MANY TIMES as you want to get the right answer. This doesn't bear the slightest resemblance to ANYTHING in real life.

**Rule 9** : Life is not divided into semesters. You don't get summers off and very few employers are interested in helping you FIND YOURSELF. Do that on your own time.

**Rule 10** : Television is NOT real life. In real life people actually have to leave the coffee shop and go to jobs.

**Rule 11** : Be nice to nerds. Chances are you'll end up working for one

## WHAT IS GRADECHECK?

GradeCheck is an internet-based resource that helps improve academic achievement by providing a platform for students, parents, teachers, counselors, and administrators to assess, plan, and track a student's academic progress. The system was initially developed in 1999, by Shelia McBride, to help ensure that her son, a student-athlete with hopes of accepting a college scholarship, could understand and meet the strict academic eligibility requirements of the NCAA. After assisting numerous students through this intricate process, she decided to develop a softward around her system, and turn it into a business. In 2007, the GradeCheck system, including the list of NCAA approved core-courses from every high school in the United States, launched nationally. Today, GradeCheck's list of tools and resources

has grown to benefit all students, with features that include a virtual transcript with GPA calculator, college information database, college and scholarship applications checklist, and much more!

For more information on GradeCheck go to: [www.GradeCheck.net](http://www.GradeCheck.net)

The BCAM Board of Directors endorses GradeCheck along with the MHSAA.

**If you play basketball, you're going to make errors, it's just part of the game.** It doesn't mean you do not have to pay for your mistakes, but realize the most important play is the next play. Never make the same mistake twice. The same is true in the game of life.

### Support Your BCAM Sponsors:

