



FROM THE EXECUTIVE DIRECTOR: *Tom Hursey*

This will be the last Monthly Report sent to 2017-18 members. The August MR will be sent only to members who have registered for the 2018-19 school year. This is a great time to sign up your staff under the "School Membership" (15 coaches & administrators for only \$80). Last year 479 schools used the School Membership to sign up their staff. See your AD and get it done now so you will not miss any important information. Sign up is easy...Go to www.bcam.org and click on Join BCAM (top left-hand corner) and follow directions.

Hopefully your summer workouts have gone well. Soon you will be able to spend some family time away from the court. Get to know your own kids since they grow up fast. Make sure your entire family gets your undivided attention for the remainder of the summer. Enjoy and regenerate.

Dan Young and I just met with the new Executive Director of the MHSAA, Mark Uyl. We had a very informative meeting. His transition into his new job is going well. Having been a member of the MHSAA staff allows Mark to know what to expect in his new job. BCAM and the MHSAA have had a unique relationship over many years. Dan and I want this positive partnership to continue and we know it will under Mark's leadership. As noted in the May Monthly Report, BCAM and the MHSAA have partnered in many issues for the betterment of high school basketball. BCAM believes working WITH the MHSAA is important. While we might not agree with everything the MHSAA does, we do know that working with them to find a middle ground is better than not working with them at all. I believe the BCAM/MHSAA relationship will continue to be strong and we will work to improve high school basketball in Michigan.

Any time you move a state tournament to a new venue, you hope that it is a positive move. This year, due to NCAA changes in their tournament format, the girls' finals were held at Calvin College's Van Noord Arena. All indications are that this new venue worked out great. Van Noord is the biggest Division III arena in the country seating 5000 fans. Coaches of teams that played in this year's finals made statements like: "Great facility, perfect size." "I love how the fans are close. Everything was top-notch." "The facilities were great and the fans were so close." The 2019 girls state finals will return to Calvin College, but future venues are up in the air. I always felt that the smaller arena for the ladies made more sense. When the games were played at CMU, the atmosphere was tremendous. The MHSAA has a tough decision to make trying to balance Title IX, NCAA rules and what is best for the teams.

I had the privilege of playing in the Wes Leonard Golf Outing to raise money for AEDs in schools. Please read the article later in this Report and understand the importance of AEDs being available in schools.

The following BOCCC (Basketball Officials and Coaches Communication Committee) article explains a great idea that I would recommend to all basketball programs. Check it out.

Be Nice by Bob Wojcik, Basketball/Football Official, Hudsonville, & BOCCC Committee member.

As incoming freshmen athletes begin their experience into the world of high school athletics I would like to mention to basketball coaches a program that might benefit their program. In a local school district I know personally, the varsity football players are encouraged and actually expected to mentor a freshman player on a very personal level. The upper classmen welcome these young athletes with encouragement and support. This has nothing to do with the young man's athletic ability. This is the opposite of some schools that might still have hazing for the incoming athlete.

I have actually witnessed one of these relationships, where the varsity player not only went on to start for a Big Ten team, but also played in the NFL. His relationship with the young man four years younger continues to this day. The relationship has been and continues to be one of mutual respect and admiration. What a self-esteem builder this has been! The younger player was a starter, but certainly would not be a college player.

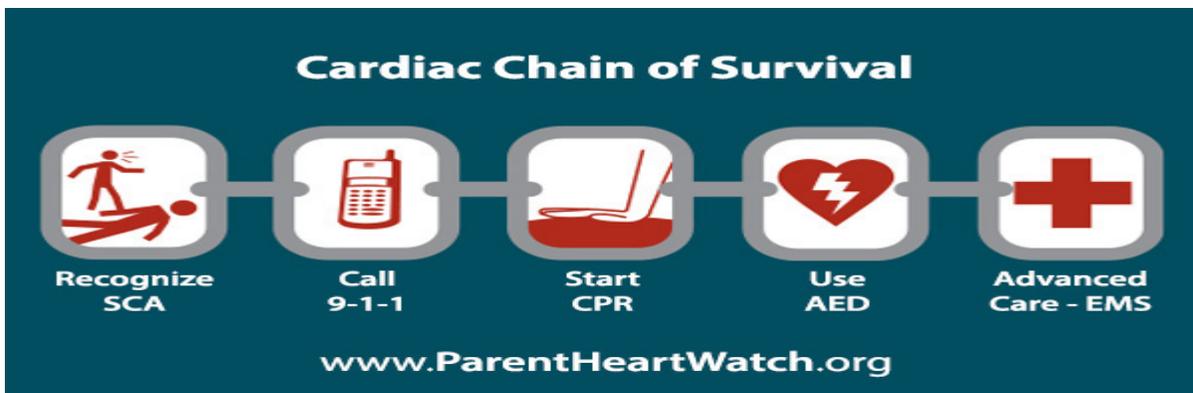
I love it when I learn of athletic teams that follow this philosophy. Unfortunately the world we live in can be tough for some teens to successfully handle. I hope this article will inspire other coaches to consider adding this to their program.

BCAM COACHES CLINIC – MARK YOUR CALENDARS

The annual BCAM Coaches Clinic will be held once again at Oakland University in Rochester Hills, MI. The dates will be October 6 & 7 so mark your calendars. More information will be posted on the website under EVENTS as details are confirmed. Registration will begin in August.

WES LEONARD HEART TEAM

The last weekend in June we held our Wes Leonard Heart Team golf outing. We had 25 teams come together to help raise funds for our foundation. It has been just over 7 years since Wes's passing on the Fennville basketball court. Wes's family and friends helped create the Wes Leonard Heart Team to help other schools become more prepared for cardiac emergencies. This year's golf outing will help raise enough funds to donate another 15+ AEDs to schools around Michigan. The total number of AEDs donated to schools will then be at 321. On the day of the golf outing, we donated 6 AEDs to schools across Michigan and we will continue to chip away at the waiting list of 15 schools. We often hear people ask, "how can I help?" If you would like to help, you can visit the wesleonardheartteam.org web page to make a donation or make an AED request for your school. You can also make sure your school, or schools you visit, have an AED, and are maintaining the device. Having an AED allows your school to be prepared for the emergency, make sure you are comfortable with handling the cardiac emergency and understand the importance of following the Cardiac Chain of Survival.



Having an AED not only may give an athlete another opportunity at life, but it may also help save a visitor to that school. We were lucky to have a recent cardiac arrest survivor play in our golf outing. John Hey was playing pickup basketball at a local Grand Rapids school when he suffered cardiac arrest. Read more about John's story here https://www.mlive.com/news/grand-rapids/index.ssf/2018/04/firefighters_meet_man_they_sav.html). One of our donated AEDs did not save John; however, he talked briefly at our golf outing about how he believes Wes's story has increased the awareness and importance of AEDs. We also wanted to share a link to a video that we believe demonstrates what it looks like to be prepared, and how we all can play roles in helping save a life. The video is about Dayle Wood, Aquinas College volleyball player, who was saved September 9, 2013. Here is a link to the video: <https://www.youtube.com/watch?v=INaQaaQ5Xjo>.

Please take a look at both links and understand that you can help make sure your school is prepared for these types of emergencies. No matter how big or small the role you might have in your basketball program, understand you can help save a life by making sure your school is prepared, and you're certified in CPR and how to use the AED. If you have any questions about becoming CPR certified, questions about AEDs, or how your school can become MI HEART Safe, please feel free to email us at wlht735@gmail.com. Thank you to BCAM and all its members for the continued support in helping make Michigan schools prepared for cardiac emergencies.

--Wes Leonard Heart Team

A great analogy for sports: Every Team, Every Program needs at least 1 Dog Soldier

When the Cheyenne Indians were going into battle, they had a warrior who rode out in front known as the "Dog Soldier." What set this soldier apart from the rest was that he would lead his tribe into battle and when the fighting reached its hottest, when no one knew for certain the outcome, the Dog Soldier would dismount his horse and drive his stake into the ground. The Dog Soldier wore a dog rope (sashes made of tanned skin) across his chest. The sash passed over the right shoulder and hung to the ground under the left arm. The dog rope was attached a picket-pin (the kind used to secure a horse to the ground). While in combat, the pin was put into the ground as a sign of perseverance and standing one's ground. The Dog Soldier was then effectively staked to the ground and could not retreat from that spot. He was there to represent the steadfastness & determination of his band & to allow his brothers' safe retreat in case the battle turned against them. The Dog Soldier had to remain there in place until everyone reached safety or someone relieved him. Even if it meant his death. Everyone knew that the Dog Soldier could be counted on to take a stand and fight to the finish. He was a leader because he was a servant to his fellow warriors. He was a living symbol of his tribe's values and culture.

Every team needs players who are willing to take a stand for the right way of doing things. Who will drive their stake in the ground at practice, at home, in the classroom, and not back down, not relent. Who will uphold the team's values regardless of the circumstances. As leaders of our programs we must have the mentality of the Dog Soldier. Everywhere we go we are to drive our stake in the ground to protect & inspire those that have been entrusted under our influence.

BCAM's Corporate Sponsors:



ALWAYS BE CONSISTENT AND ALWAYS INNOVATE - (GREGG POPOVICH)

[Click here to watch Coach John Wooden video clip.](https://youtu.be/n1U06e0_OKs) https://youtu.be/n1U06e0_OKs

Gregg Popovich won his first NBA championship in 1999. He won his fifth NBA title sixteen years later in 2014. Under Popovich, the San Antonio Spurs have been in the playoffs for 21 straight years. No coach in any professional sport has had a more consistent record of excellence. Popovich or Pop, as he is referred to, has done it with **consistency and innovation** working side by side.

Pop consistently has clear, direct and honest communication with his players. Off the court he takes a sincere interest in their growth as well rounded people beyond basketball. He has discussions with them on non-basketball related topics and challenges them to raise their social and political awareness, emphasizing there are many things more important than basketball.

On the court he is extremely tough and demanding and pulls no punches. He is equally critical of superstars and reserve players alike. There is unrelenting consistency demanded with regard to fundamentals and team play.

These professional players accept his sometimes harsh rebukes because Pop is genuine and they know he only wants what is best for the team, and that in spite of his sometimes tough criticism, he truly cares about them as people well beyond the basketball court.

Pop is as innovative as he is consistent. He was the first coach to aggressively draft and build a significant part of his roster with international players. Two of his first international recruits, Tony Parker and Manu Ginobili, became cornerstones of his championship teams.

Pop also hires coaches from a diverse pool of talent. Popovich's top assistant in the 2014-2015 season was Ettore Messina, who was one of the best coaches in Europe. Pop also hired Becky Hammond to be the first full-time, paid female assistant on a NBA coaching staff.

He won his five NBA championships with three completely different styles of play. His first three were inside, ball control orientated, his fourth was up tempo, space and pace and his fifth championship a combination of the two styles. Popovich told the Washington Post. *"Standing pat never works."*

Former assistant coach Messina described how Popovich encourages discussion when crafting game plans. *"What's interesting is that he always pushes his coaching staff to argue with him. Sometimes he reminds me of one of those Greek philosophers, the sophists, who tried to find the truth through arguments. He really encourages discussion and variety of opinions, seeing them as a means to improve as a unit."*

Pop is a not a big fan of motivational quotes but there is one from Jacob Riis that he has hanging in the Spurs locker room: *"When nothing seems to help, I go back and look at a stonecutter hammering away at his rock perhaps a hundred times without as much as a crack showing in it. Yet at the hundred and first blow it will split in two, and I know it was not that blow that did it - but all that had gone before."*

You can be sure Pop will keep **hammering away with consistency while always looking to innovate.** Do you do both?



Yours in Coaching, Craig Impelman www.woodenswisdom.com [Follow @woodenswisdom](https://twitter.com/woodenswisdom)



[Mick McCabe's Twitter...](#) @MickMcCabe1

29 of the 32 first-round (NFL) draft picks were two-sport athletes and 14 of the 29 were three-sport athletes. Next time your personal trainer or your coach tells you you need to specialize in football, maybe you really need a new trainer or coach.

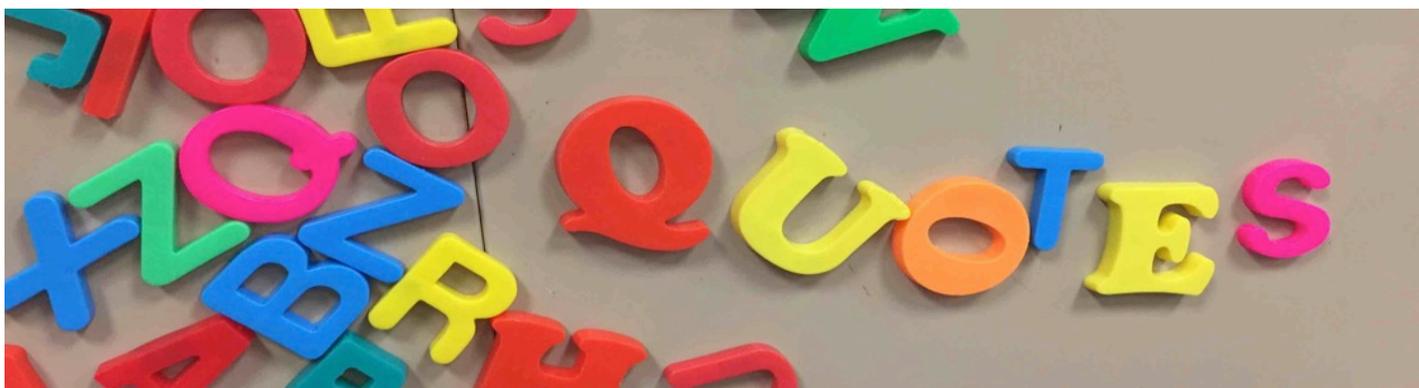
NINE COACHING STRATEGIES TO TURN AROUND A FAILING PROGRAM: *by Robert H. Brimmer & Joni Boyd (from an article in the Coach and AD Magazine)*

Losing happens. Sometimes, losing happens too often and for too long, whether it's over the course of a season or several years. Overcoming a losing season or a losing program can be a tremendous challenge for some

coaches. If you have been charged with the responsibility of fixing a losing program, here are a few steps that you can utilize to be successful.

1. **SET THE TONE:** By setting the standards high, the team will follow and improvement can take place. Start the first day of each offseason with the same level of intention that you will have the first day of practice through the end of the season.
2. **FOCUS FORWARD:** Results from the previous season can be motivation to improve, or a distraction towards impotence, if not kept in perspective. Use what you can from the prior season to build on, but it should only be a piece of the puzzle, not the landscape of the picture.
3. **CHANGE WHAT YOU CAN CONTROL:** Focus on the basics and strengthen the fundamentals. Make sure you and your players are on the same page with skills, vocabulary and expectations.
4. **KEEP CONCEPTS SIMPLE:** If coaches try to teach too much too quickly, performance will suffer. Focus on basics so that a strong foundation is secure. Maintain simple, consistent and concentrated approach to practices strategies.
5. **SET REALISTIC GOALS:** Goals set by both players and coaches can provide the maximum amount of buy-in for the team. Create both individual and team goals, including daily goals, short-term goals and season-long goals. It's important to make sure that each goal is realistic and achievable within its timed period.
6. : **WORK TO IMPROVE YOUR TALENT:** Realistic expectations based on skill are important, but coaches should work to improve their program's overall level of talent. Recruiting athletes from other sports at your school can help bolster numbers and nurture a competitive environment.
7. **PREPARE FOR SETBACKS:** Setbacks can be overcome more easily if they are envisioned as possibilities before they occur. Injuries, losses and attrition are all moments that come with competition, and preparing ahead of time can minimize their effect.
8. **MENTOR COACHES; LEAD CAPTAINS:** Remember that even the most driven members of the team have to be motivated and led. Hold coaches and captains meetings throughout the year, and provide opportunities for leadership growth and development.
9. **STAY GROUNDED AND HUNGRY:** As the head coach, you have to find a different source of motivation, especially as the grind of the season begins to take its toll. Reach out to other coaching mentors and talk to former players. Remember, expectations and intention start and end with you. The coaches and players are looking up to you, so stay grounded during success and hungry during failure.

The work after a losing season begins immediately, and overcoming the failures can seem overwhelming. Through experience, these nine steps have provided coaches with a more successful journey of changing the culture of a losing program. Enjoy the process, not just the outcome.



“There are three kinds of men. The one that learns by reading. The few who learn by observation. The rest of them have to pee on the electric fence for themselves.” – **Will Rogers**

“Great works are performed not by strength but by perseverance.” – **Samuel Johnson**

“Disciplining yourself to do what you know is right and important, although difficult, is the highroad to pride, self-esteem, and personal satisfaction.” – **Margaret Thatcher**