

## **JANUARY, 2010 MONTHLY REPORT**

### **FROM THE EXECUTIVE DIRECTOR**

*Tom Hursey*

Here we are starting a new decade. This past one was something else. What a lot of changes took place. Wars, economy, school reform, change of seasons, etc. Through it all, coaches have continued to work with those students who will become leaders in future decades. Hopefully each of you is doing more than teaching X's and O's. Sportsmanship, leadership, striving to improve...these things are more important than the wins and losses. Keep coaching "the right way" and good things will happen.

BCAM is here to serve each of you. Please use the website to keep in touch with what is happening and how BCAM can help you do your job better. We will be sending out reminders via email of all the end of the year awards that you and your players are eligible for. Please be aware of the process that you will need to follow and meet all deadlines.

**COACHES VS CANCER** – As explained in earlier emails, BCAM is working with the American Cancer Society to fight this dreaded disease. I am asking each member to take part in a Free Throw Fundraiser (if you already have a fundraiser, then keep doing that). I believe this "Free Throws to Fight Cancer" event can be done at one practice and if each player tries to get \$5 per made shot, BCAM can raise hundreds of thousands of dollars. For more information and sign-up sheets please go to: [www.bcam.org/index.php?option=com\\_content&view=article&id=211:join-the-qfree-throws-to-fight-cancerq-event&catid=13:carousel](http://www.bcam.org/index.php?option=com_content&view=article&id=211:join-the-qfree-throws-to-fight-cancerq-event&catid=13:carousel) (copy and paste) or go to [www.bcam.org](http://www.bcam.org).

**BCAM PRESIDENT-ELECT** - If you are a Head Varsity GIRL's coach and are interested in running for the position of President-Elect, please contact your Regional Director. The RDs will be nominating coaches for President-Elect starting January 15. It is a 3-year commitment and only those REALLY interested in helping BCAM should apply.

**GRADE CHECK** – BCAM has joined the Michigan High School Athletic Association (MHSAA) in endorsing [GradeCheck.net](http://GradeCheck.net). Headquartered in Detroit, Michigan, GradeCheck is a leading international academic guidance support service for K through 12 students. [GradeCheck](http://GradeCheck) was started by Shelia McBride in 1997 with a healthy dose of mother's tough love for her son, Kevin Shorter and the need to successfully maneuver the NCAA eligibility system. McBride, founder and President of [GradeCheck](http://GradeCheck), has promoted academic excellence and responsibility for all students and student athletes. Her motto is "the kids we guide today become the world leaders of tomorrow".

[GradeCheck](http://GradeCheck) offers parents and students alike the ability to monitor the student's progress on a daily basis, to plan the future beyond high school, to access information about colleges, vocational training, academic and athletic scholarships, and to receive personal mentoring as needed. Using computers, students can access [GradeCheck's](http://GradeCheck's) resources at their own convenience, while parents can access their student's records if and when they want; teachers and counselors can communicate with students more efficiently and effectively; administrators and athletic coaches can better monitor their athletes for eligibility and academic progress.

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

**SHOE SPONSOR** – As of January 1, 2010, BCAM is without a shoe sponsor. New Balance is not renewing their contract with BCAM. We are trying to find another shoe company to support. Hopefully the next shoe BCAM endorses will have better availability to teams.

**MEMBERSHIP SETS RECORD** – I am very happy to announce that BCAM has increased membership to an all-time record high. Over 4000 coaches have joined the ranks as of January 1, 2010 which makes BCAM one of the top 3 states in the nation. Only Texas and Ohio have more members.

**CLINIC SURVEY UPDATE** – Thanks to the members who responded to the second Clinic Survey. Our purpose was to find out what the membership wants. Of all who responded, 117 could attend either in October or April, 212 could only attend in October and 73 preferred the April date. Based on this information, the BCAM Coaches Clinic will be next October 1,2,3 at the Causeway Bay Hotel in Lansing. Ed Dutcher will be tweaking the clinic as a result of comments that members expressed in the first Clinic Survey. Just be assured that the clinic and Hall of Fame Banquet will be a first-class event with top of the line speakers.

**HALL OF HONOR / HALL OF FAME** – Every year BCAM inducts four longtime and successful varsity basketball coaches into the BCAM Hall of Fame. (Requirements are 20 years of varsity coaching and/or 300 victories). In addition, BCAM selects deserving people to be honored in four other categories: Assistant Coaches, Friends of Basketball, Officials and Media for the Hall of Honor award. Hall of Fame and Hall of Honor winners are honored at the Hall of Fame Banquet held every year at the BCAM Coaches Clinic in October.

BCAM needs members to nominate deserving people in their area for these awards. Members can go to the BCAM website and download nomination forms for the Hall of Fame and the Hall of Honor. Click on the FORMS button to access these forms. When nominating for either award, be sure to include information for EACH question on the nomination form. NOTE: We especially need more Hall of Honor nominations for Media people and Assistant Coaches. Assistant coaches can be any coach other than head varsity coaches.

**TOP SHOOTERS CHAMPIONSHIPS AT HOOPFEST** – BCAM is partnering with the MHSAA to bring the top Free Throw and 3-Point Shooters to the state finals and shoot off for the state championship. This will be in conjunction with the HOOPFEST event held at Jenison Field House during the Girls and Boys State Championships. The finals will be held at the Breslin Center during halftime of the state finals. You will be receiving information via email about this event. You will need to nominate your players by completing the online nomination form for the **Top Shooters** awards BCAM sponsors at the end of the season. The top 20 Free Throwers and top 20 Three-Point Shooters will be invited to the contest.

**RAWLINGS** – I have heard from a couple of sources that a few of the Rawlings balls go lopsided. I contacted our Rawlings rep and he replied with the following email:

*We did have some issues with the Vision balls and this is why we switched to the new Franchise for 2010. There was almost too much padding in the old ball which caused some of the balls to go out of round. Some of my accounts had the older balls in stock but for the most part my customers have cycled through these older balls. We have replaced any balls that were bad and we should not see any of this going forward. If you hear of anyone that needs help or has any issues please let me know. My dealers are really good about taking care of any problems, but just in case anyone needs help, please forward them my email or phone number.*

Chris Czerwien – [cczerwien@rawlings.com](mailto:cczerwien@rawlings.com) 248-790-6691.

**ONLINE NOMINATION FORMS** – Coaches will be nominating players for All-Star Teams, BCAM's BEST Teams and Academic Teams **ONLINE ONLY** beginning this year. (The only form that will need to be printed and mailed in will be for the Individual Academic award). This will streamline the process. It will simplify the process. And coaches can save a stamp. You will be reminded by email blasts when nominations are open. Please don't delete these emails from BCAM. We will post the dates on the BCAM website's calendar. Please make sure you submit your nominations before the deadlines.

**My New Year's Resolution is to continue to do all I can to make BCAM a better basketball association than this past year. I wish you all a great 2010!**

#### **FROM THE PRESIDENT**

*Tim Conley (Saginaw Heritage HS)*

I hope everyone had a relaxing Christmas break. As we enter this New Year of 2010 BCAM will continue to offer many activities for you as a coach to participate in.

In January we encourage all members to support the American Cancer Society by asking players to collect donations for the number of free-throws completed at a designated practice. Coaches may schedule the free-throw fundraiser on any date throughout the season or during the Society's National Coaches vs. Cancer "Suits & Sneakers" awareness campaign, which is the week of January 25 – 31, 2010. For more information you can visit: [www.bcam.org](http://www.bcam.org) and click on the Coaches vs Cancer logo on the carousel.

Mark your calendars for April 18<sup>th</sup> and July 31<sup>st</sup> for the second annual BCAM/ MHSAA Reaching Higher Showcase. The Reaching Higher Showcase experience is the "Advanced Placement Course" in high school basketball. This event will provide each student-athlete an understanding of what it takes to succeed academically, athletically and socially at the college level. For more information please visit [www.mhsaa.com](http://www.mhsaa.com) or [www.bcam.org](http://www.bcam.org).

BCAM offers many resources that can enhance your program. As the BCAM president I highly recommend that you become an active member and I challenge your involvement to make a difference.

I wish everyone continued success with your remaining season.

### **MIDDLE SCHOOL NOTES**

Kristopher R. Stanton, Teacher/Coach, Concord Middle School

[Kris.Stanton@concordschools.net](mailto:Kris.Stanton@concordschools.net)

Let's see: The economy? Still bad. Our waistlines after the holidays? Perhaps even worse. The state of middle school basketball in Michigan? The answer to this question greatly fluctuates depending on the area in which one observes the game; but from my experiences, this was a very strong year for the development of the game at the middle school level.

More and more, our adolescents are becoming a jack of all trades on the basketball floor and before you can say it, a master of... most, surprisingly. It is common to still see the common things--a pick and roll, give and go, good help defense, etc. but today's middle school player is more diversified than ever. While we all recognize the value in playing good man to man defense, I have either instituted or observed impenetrable 2-3 and 1-3-1 zones, several styles of full and half court pressing defenses and offenses up to the task of defeating any of the aforementioned schemes without an ounce of panic. Globally, the speed of the game has increased and that has filtered all the way down to seventh and eighth grade teams. Occasionally, an unplanned timeout has to be taken to pull in the reins when play gets sloppy but not yet have I encountered a player that was content with just standing on the floor. Even those who have not yet hit any sort of growth spurt or lack the conditioning of top level players, still look to play the game with tenacity usually not consistent with pre-teens.

From the coaches I interact with, the improvements have come from increased work in fundamentals and skill development. Opting for more drills and fewer scrimmages, players are put into learning situations now more than ever that model game type situations. Some have even pointed to adopting a "European" style of work of extensive drill and fundamental work. This is not to say that coaches in previous years simply rolled out a ball and let players play, but a shared responsibility to teaching and playing the game at a high level has raised the current level of play. Anyone looking for a resource on this should look no further than Kevin Sutton, a Nike Skill Academy instructor and varsity head coach in Montverde, Florida. His DVDs and clinics address the heart of improving the game at lower levels through skill development.

From here, the boys' season has concluded and it is now time for our young ladies to take the court. Best wishes to all!

### **BOCCC REPORT – Three-person officiating crew vs. two-person?**

No one will ever lose a debate with a school superintendent by arguing on behalf of safety. Nor will anyone ever lose a debate with an athletic director by arguing on behalf of sportsmanship. Safety and sportsmanship, when appropriately and logically presented, offer the greatest opportunity for success in the philosophical arena of educational debate.

Presently, conferences and school districts are facing serious budget issues. In an attempt to reduce expenses, administrators are considering eliminating three-person refereeing crews from varsity basketball contests. Bad move. This decision would directly affect the safety of our players and may also result in contest and crowd management problems relating to sportsmanship.

The question that needs to be asked of any administrator or league proposing the elimination of three-person crews is: After you have calculated the savings resulting from employing two-person crews (\$1000 @ \$50/game x 20 games), is an injured player or a fight at a game worth the money saved?

### **4 LEADERSHIP LESSONS FROM CAROLINA COACH ROY WILLIAMS**

Excerpts from <http://www.championshipcoachesnetwork.com>

Here are four powerful Leadership Lessons from Coach Williams book *Hard Work* that can be used by all coaches to build and maintain an elite program.

## 1. Character Counts

**Coach Williams: When I decide that a kid has the talent I am looking for, then I try to find out about his character. I once had an elementary school principal in Wichita, Kansas tell me, "Coach, I wish you'd say academics is the second priority."**

**"No ma'am," I said. "because if he's a great player and a 4.0 student but he's going to be a pain in the rear end, I want it to be somebody else's rear end."**

Too many coaches (and athletic directors) lower their program's standards and take talented players (and coaches) with questionable or poor character. They knowingly accept talented people who have a history of not doing the right thing. It's a big gamble that sometimes pays off in the short-term, but usually has negative consequences in the long-term.

Just as Coach Williams heavily weighs character in the recruiting process, so too should you consider character when selecting your team. (Or if you are an AD, when hiring your coaching staff.) Having people of character makes it much easier to build and maintain a team that is focused on a common goal, not their own selfish desires. Coach Williams writes, "If you have one guy looking out for himself, you're in big trouble. If you have more than one, you have no chance."

Plus, choosing people of character preserves the kind of positive culture and reputation you want for your program. Your athletes will represent you and your school with pride and class. As Coach Williams reminds us - Let the talented yet turbulent individuals be a pain in somebody else's rear end, not yours.

## 2. Choose to work hard every day.

**Coach Williams: I tell every prospect I recruit that I'm going to try to outwork every other coach... I like to ask prospects, "Who is recruiting you the hardest?" If they don't say me, I'm mad and I'll go back to my staff and tell them we've got to do more.**

The more I learn from highly successful coaches and athletes, the more I am convinced that having a compelled work ethic is one of the biggest keys to success. Look at most anyone who is consistently at the top of their profession and you will see an individual and a team that is absolutely committed to being the best. They are highly passionate about what they do, invest themselves fully, and willingly put in the necessary hard work.

The great thing about hard work and commitment is that it is a choice. You get to choose at what level you bring it every day. The tough thing about hard work and commitment is that it is also a choice - you must consistently choose to bring it at a high level each and every day - despite distractions, disappointments, and human nature telling you to give up and give in. Roy Williams has chosen to bring it every single day for the last 50 some years of his life - and is a big reason why he, his team, and the Tar Heel faithful are enjoying the fruits of his labors.

## 3. Be a Fierce Competitor

**Coach Williams: I love playing road games. I love that atmosphere. I encourage my players to treat games away from home as a wonderful challenge. I like to tell my team, "Let's go into their living room and steal their brownies." It's all about having the confidence and attitude that I can beat your butt anytime, anywhere, anyplace, anyhow... The bottom line is that I want my players to understand that at some point in every game, somebody's going to give in, and I don't ever want it to be us. We want to be the last team standing.**

Underneath Coach Williams folksy and cordial outward demeanor beats the heart of a fierce competitor. He is driven to be the best and enjoys the continual challenge of taking every opponent's best shot - whether at home or on the road. He relates several stories in the book about how his competitiveness has been an edge throughout his career.

If you want to compete with the big boys and girls, you too are going to need to become a fierce competitor. More importantly, you will need to instill your own competitive will in your team as you develop them into competitors. Highly successful programs look to dictate the tempo of the competition and impose their will on their opponents. They force opponents to react to them rather than the other way around. You too can get to this level. But you must remember that having a competitive team is a big key - and it begins with you modeling it, developing it, demanding it, and rewarding it as coach.

#### **4. Win on and off the court.**

**Coach Williams: Winning still drives me. But I also enjoy putting a team together. Every year presents a different challenge for me. What I will miss the most is building relationships with players. Those bonds are always going to be there and they are personal. They are not based on wins and losses but on something you gave them, something you tried to do for them, something you tried to establish in those kids that would affect their lives.**

Even though Coach Williams is highly committed to winning on the court, he also cares about his players' futures off the court. He is just as demanding of his guys when it comes to their performance in the classroom and in the community. He sees himself as a mentor who is privileged to prepare young men for the game of life - whether they are future NBA Superstars or productive members of society.

### **SPORTSMANSHIP**

#### **Hokies and Tar Heels Enhance Their Reputations**

Already renowned for being models of sportsmanship, the athletic programs of Virginia Tech and the University of North Carolina demonstrated once again how important image can be to an institution of higher learning.

##### **Virginia Tech**

After its football team defeated visiting Nebraska earlier this season, its athletic department was flooded with phone calls, e-mails, and letters to the editor from Nebraska fans who had traveled to Virginia for the game. Among them were these:

"To a man/woman, every person who attended raved about the graciousness, friendliness, and quality of the Hokies' fan base, the reception they received from the university, and the overall positive experience. 'Virginia Tech gets what college sports is all about' was a common theme I heard from everyone. If I heard it once, I heard it at least 20 times. The single best experience at an away football game EVER - this coming from people who have attended away Husker games for at least 25-30 years."

"Walking into the game, I enjoyed the dialogue of a Husker fan telling a Tech fan 'Don't give me any more beer! I can't handle another Tech fan inviting me to their tailgate.'"

"I've never been treated better or made to feel more welcome by a town, a school, and its fan base than what I encountered at Tech. What a wonderful experience."

"We parked in a guy's yard and my wife asked where the nearest restroom could be found. He said, 'Oh, just go in the house. Top of the stairs.' Then he walked away. Several fans told us how excited they were to have Nebraska come. After the game, no razzing. Just 'Thanks for coming' and several 'You outplayed us.'"

"At the game I noticed Virginia Tech's campaign to promote respect for visiting fans, teams, and coaches. I cannot begin to tell you how impressed I was."

##### **North Carolina**

Moments after North Carolina upset Virginia Tech 20-17 last month, amidst the Tar Heels' merrymaking, another kind of drama was unfolding at the other end of the field. Virginia Tech redshirt freshman running back Ryan Williams, who had fumbled late in the game, allowing North Carolina to kick the winning field goal and ending Tech's chance of going to a BCS bowl, was sitting alone, inconsolable, on the Virginia Tech bench.

Quan Sturdivant, a North Carolina linebacker, broke away from the dancing and celebrating and approached the bench. Tech coaches saw him and told him to get away from the young man, but as ESPN's cameras revealed, Sturdivant ignored them, leaned over Williams, patted him on the leg, and spoke to him for a while. A Tar Heel coach joined him a moment later with further words of encouragement.

A blogger later wrote, "My business is across the street from the Little League field where Quan first started playing sports. Truly the most humble young man I have come across when dealing with elite high school athletes. Class act."

[hokiesports.com, 9/24/09; obsfifty.blogspot.com, 10/30/09]

Be sure to Support our BCAM Sponsors who are supporting YOU!

Meijer

Gatorade

Rawlings

DC Sports

Noah Basketball

Detroit Pistons