



MARCH, 2011 BCAM MONTHLY REPORT

From the Executive Director

Tom Hursey

The girls are in their districts and the boys one week away. It is a brand new season. Some of you have great expectations, some of you wish it were over and all of you should know what an exciting time of the year this is for basketball fans. It is also a busy time for coaches and players. But please take the time to nominate your varsity players/team for the many awards that BCAM offers. If you don't do it, nobody will.

PLEASE VOTE - Actively coaching coaches will soon be receiving on-line ballots that are quick and easy to use for voting for coaches' and players' awards. Please take the time to vote.

WE TOPPED LAST YEAR'S MEMBERSHIP – I am happy to announce that we surpassed 4300 members for the 2010-11 year. We are at 4375 members which hopefully maintains our place as the second largest high school basketball coaches association in the country. Whether we passed Texas with this total or not, we won't know for a while.

GREG MITCHELL ELECTED TO THE BCAM BOARD OF DIRECTORS: Coach Greg Mitchell, Boys Varsity at Laingsburg HS, was recently voted in as the President-Elect of BCAM. Greg has been a long time coach at Laingsburg and is currently on the Coaches vs Cancer Golf Outing committee. Greg received 158 votes while Keith Guy and Ryan Klingler both received 101 votes. BCAM wants to thank all three coaches for running for this position. Any one of them would be an excellent choice.

NATIONAL GUARD TOP 100 SPORTSMANSHIP AWARD – With the regular season ending, the MHSAA will be able to tabulate the results of input from game officials. I will try to get the results out to the membership sometime in April. The banners for the top 100 schools (girls' teams and boys' teams) will be presented at the beginning of next year's season.



LOW MEMBERSHIP FEES – BCAM might have one of the lowest, if not the lowest, membership fee structures in the country. How is this possible? The answer is simple – SPONSORS. Our great line-up of sponsors allows BCAM to use the sponsor money for our many projects and not ask coaches to pay for them with higher membership fees. So when you are deciding on products or equipment for next year, please give our sponsors a chance. Our sponsors' websites are just a click away from our website. Who are the sponsors? Meijer, Rawlings, the Army National Guard, Gatorade, Pistons, NOAH and **our newest sponsors:**

TEAM SPORTS AND JOHNNY MAC'S JOIN WITH BCAM TO OFFER

"ONE STOP SHOPPING" FOR BASKETBALL SUPPLIES – BCAM is happy to announce our newest sponsors. Team Sports and Johnny Mac's Sporting Goods are BIG sporting goods stores that offer shoes, uniforms, and Rawlings basketballs along with all your needs for your team. They have representatives throughout the state that will give you friendly, personal attention. As you assess your needs for equipment for next year, please give Team Sports and Johnny Mac's a call. They have all the top brand names and are big enough to stock most of your needed items. You need t-shirts for summer camps? They do all t-shirts in-house. You do not have to deal with many suppliers when either Team Sports or Johnny Mac's have it all under one roof. Give them a call and tell them you are a BCAM member:



TEAM SPORTS – (800) 240 6707 [Toll Free] and/or (419) 865 TEAM [Local] www.teamsportsohio.com
JOHNNY MAC'S – (517) 393-2221 [Local] and/or (800) 285-4460 [Toll Free] www.johnnymacs.com

COACHES VS CANCER GOLF SCRAMBLE – Save Monday, August 8 on your calendar. This is the date for the 2nd Annual Coaches vs Cancer Golf Scramble at beautiful Walnut Hills Golf Club in East Lansing. You will be receiving a separate email later this month with all the details including how to register. BCAM members will have the first opportunity to sign up. After June 15, the registration will open to the public. So if you are interested, make sure you sign up soon.

REACHING HIGHER SHOWCASE - The MHSAA has recently sent out letters to high school coaches and ADs of selected players and alternates. PLEASE MAKE SURE THE REGISTRATION PROCESS IS COMPLETED BY APRIL 1.

THE BCAM ALL-STAR FESTIVAL WILL BE AT THE PALACE OF AUBURN HILLS – Coaches, make sure to nominate your top seniors for the All-Star Festival. This year the games are being played at the Palace of Auburn Hills on Saturday, August 6. It will be a great day of basketball played on the same floor as the Detroit Pistons. We expect all the top seniors to participate in either the A/B Games or the C/D Games. More information will follow this spring. But only those players nominated by their coach will be eligible to play. Nomination forms are available at www.bcam.org. First login, then click on FORMS and then PLAYER/TEAM AWARDS. Be sure to note the deadline: (Girls 3/9, Boys 3/16)



3-POINT AND FREETHROW CHAMPIONSHIP AT THE STATE FINALS – Plans are being finalized for the 3-point and free throw championships (“Top Shooters Challenge”) during Hoopfest at the Girls’ and Boys’ State Finals. For your varsity players to be eligible you need to nominate them for the Top Shooters award. Go to www.bcam.org, login, and click on FORMS to find the Top Shooters nomination form. If you don’t make the early deadline (girls 3/9, boys 3/16), your players can still be eligible for the Top Shooters’ AWARDS, BUT NOT for the contest at the Breslin Arena during the state finals.

C VS C SUITS AND SNEAKERS - BCAM is happy to announce that the Suits and Sneakers campaign has raised \$132,000 for Coaches vs Cancer. Thanks to all who have held fund raising events. Here are a few reports from schools:

Hi Tom, I just wanted to give you an update on the Coaches v Cancer efforts of the Northwest Conference. We did events at the boys and girls games three weeks ago and our total raised was \$7, 217.00. We are helping three local families that are struggling with children battling the disease and the rest went to the American Cancer Association. The coaches and players are excited to have been able to make a difference in this worthy cause.

--Dave Jackson - Frankfort HS

Tom, Big Rapids Crossroads Charter Academy raised \$1,650 and donated that money to the National Cancer Society on Feb. 10. This is the 3rd year Crossroads has taken part in this event. Crossroads has raised over \$5,700 in three years.

--JJ Eads, Athletic Director/Teacher, Varsity Girls Basketball Coach



Tom, We had a Pink Out Game this past Friday vs Richmond for both boys and girls. Through T-Shirt sales, 50/50 Raffle, Coaches vs Cancer Paper Basketball Balls and Buffalo Wild Wings food sales we raised over \$1,100.00 for Coaches vs. Cancer. It was a great success behind tremendous support from our school, students and community.

--Alex Maier, Almont High School, Varsity Boys Basketball Coach

NAMETAG

It was pistols and Stilts and Oscars and Heather and Swoops and
Michael and Birds of a feather.

It started out Lew but turned into Kareem,
a Doctor, an Admiral, a Greyhound...the Dream.

Whatever the name they choose for your stone
It's the heart for the game that makes it your own.

A shout for the champions goes up from the crowd,
And though I have been there, my voice calling loud...



The greatest joy
for me will remain
in the gym with my kids
their voices refrain...

And the name that I've come to wear as a broach,
Is my favorite of all – they call me coach.

From "A Warrior's Heart" written by Mark DeLap (a BCAM member and longtime coach in Michigan). To purchase this book at a special price, contact Mark at markdelap@hotmail.com

A Letter to my Younger Brothers

By timbograkos February 8, 2011

As a former player at Michigan State and part of what I consider the greatest program in all of college basketball, I have had the chance to play, talk, laugh and grow with the players from all different generations and teams. I have spent countless hours telling and listening to old stories from men who have been here from the beginning. Guys who laid the first brick at the beginning of the MSU basketball journey, when nothing about the program was elite. Players who shed their blood, sweat and tears to put the green and white in the position it is today and who take tremendous pride in the fact that we laced our shoes up every day as a SPARTAN and left it all on the court.

That's what makes this season so difficult for everyone both physically and emotionally. I must first clarify that I will always have unwavering support for Coach Izzo and you guys. I know the amount of work that has gone into the off-season workouts and the countless hours of practice and film work that you guys and the coaches are continuing to put in. No one in the country is going to outwork the MSU basketball program and that has been proven over the years. I feel a sort of defense mechanism when it comes to the constant criticism that this team is getting. I feel an overwhelming urge to defend our program and the players. It's like listening to someone talk about your little brother, you want to stand up and fight to defend your family.

At this point I find myself straddling a very difficult fence. On one side, I am an extremely proud alum of Michigan State and our basketball program. On the other side I'm very disappointed in some of the things that seem to be happening this year. It appears that, in some sense, this team has forgotten what kind of program they signed up to play for. I prided myself as a player who protected the core values that our program stands for every time I stepped on the court. At this point, I'm far less concerned with wins and losses and all I can hope is that we finish the season with the same intensity

as Scotty Skiles, with the swagger of Steve Smith, and the true grit of Antonio Smith and Mateen Cleaves.

I hope you all realize that you have a group of former players who will always be there through thick and thin, who have gone through tough seasons, dealt with the relentless media scrutiny and will never turn our backs. This program is bigger than any one player and bigger than any one season. Remember, as this quote says, you are the men in the arena... just make sure when you feel triumph or failure, you have done so with your face marred by dust and sweat and blood due to your unwavering EFFORT.

“It is not the critic who counts; not the man who points out how the strong man stumbles, or where the doer of deeds could have done them better. The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood; who strives valiantly; who errs, who comes short again and again, because there is no effort without error and shortcoming; but who does actually strive to do the deeds; who knows great enthusiasms, the great devotions; who spends himself in a worthy cause; who at the best knows in the end the triumph of high achievement, and who at the worst, if he fails, at least fails while daring greatly, so that his place shall never be with those cold and timid souls who neither know victory nor defeat.” – Theodore Roosevelt

MANAGING YOUR ANXIETIES IN BASKETBALL

By: Stanley Popovich

At times, our worries and anxieties can overwhelm us. In addition, our worries can distort our perception of what is reality and what is not. As a result, this may interfere with your game. Here is a brief list of techniques that a basketball player can use to help gain a better perspective on things during their anxious moments.



When feeling anxious, stop what you are doing and try to do something relaxing. A person should take a deep breath and try to find something to do for a few minutes to get their mind off of the problem. A person could get some fresh air, listen to some music, or do an activity that will give them a fresh perspective on things.

Remember that our fearful thoughts are exaggerated and can make the problem worse. A good way to manage your worry is to challenge your negative thinking with positive statements and realistic thinking. When encountering thoughts that make you fearful or anxious, challenge those thoughts by asking yourself questions that will maintain objectivity and common sense.

When overwhelmed with worry, a person may encounter a lot of scary thoughts coming at them all at once. Instead of getting upset, remember that these thoughts are exaggerated and are not based on reality. From my interviews with various professionals, I've learned that usually it is the fear behind the thoughts that gets us worked up. Ignore the fear behind these thoughts and your worry should decrease.

Remember that all the worrying in the world will not change anything. Most of what we worry about never comes true. Instead of worrying about something that probably won't happen, concentrate on what you are able to do.

In every anxiety-related situation you experience, begin to learn what works, what doesn't work, and what you need to improve on in managing your fears and anxieties. For instance, you have a lot of anxiety and you decide to take a walk to help you feel better. The next time you feel anxious you can remind yourself that you got through it the last time by taking a walk. This will give you the confidence to manage your anxiety the next time around.

It is not easy to deal with all of our fears and worries. When your fears and anxieties have the best of you, try to calm down and then get the facts of the situation. The key is to take it slow. All you can do is to do your best each day, hope for the best, and when something does happen, take it in stride. Take it one step at a time and things will work out.

BIOGRAPHY:

Stan Popovich is the author of "A Layman's Guide to Managing Fear Using Psychology, Christianity and Non Resistant Methods" – an easy to read book that presents a general overview of techniques that are effective in managing persistent fears and anxieties. For additional information go to: <http://www.managingfear.com/>

BLUEBERRY STORY



*A Businessman Learns a Lesson** by Jamie Robert Vollmer

"If I ran my business the way you people operate your schools, I wouldn't be in business very long!" I stood before an auditorium filled with outraged teachers who were becoming angrier by the minute. My speech had entirely consumed their precious 90 minutes of in-service. Their initial icy glares had turned to restless agitation. You could cut the hostility with a knife.

I represented a group of business people dedicated to improving public schools. I was an executive at an ice cream company that became famous in the middle 1980s when People Magazine chose our blueberry as the "Best Ice Cream in America." I was convinced of two things.

First, public schools needed to change; they were archaic selecting and sorting mechanisms designed for the industrial age and out of step with the needs of our emerging "knowledge society."

Second, educators were a major part of the problem: they resisted change, hunkered down in their feathered nests, protected by tenure and shielded by a bureaucratic monopoly.

They needed to look to business. We knew how to produce quality. Zero defects! TQM! Continuous improvement! In retrospect, the speech was perfectly balanced equal parts ignorance and arrogance.

As soon as I finished, a woman's hand shot up. She appeared polite, pleasant - she was, in fact, a razor-edged veteran, high school English teacher who had been waiting to unload. She began quietly, "We are told, sir, that you manage a company that makes good ice cream." I smugly replied, "Best ice cream in America, Ma'am."

"How nice," she said. "Is it rich and smooth?" "Sixteen percent butterfat," I crowed. "Premium ingredients?" she inquired. "Super-premium! Nothing but triple A." I was on a roll. I never saw the next line coming. "Mr. Vollmer," she said, leaning forward with a wicked eyebrow raised to the sky, "when you are standing on your receiving dock and you see an inferior shipment of blueberries arrive, what do you do?"

In the silence of that room, I could hear the trap snap. I was dead meat, but I wasn't going to lie. "I send them back."

"That's right!" she barked, "and we can never send back our blueberries. We take them big, small, rich, poor, gifted, exceptional, abused, frightened confident, homeless, rude, and brilliant. We take them all: GT, ADHD, ADD, SLD, EI, MMR, OHI, TBI, DD, Autistic, junior rheumatoid arthritis, English as their second language, etc. We take them all! Everyone! *And that, Mr. Vollmer, is why it's not a business. It's school!"*

*In an explosion, all 290 teachers, principals, bus drivers, aides, custodians and secretaries jumped to their feet and yelled, "Yeah! Blueberries! Blueberries!" And so began my long transformation.

Since then, I have visited hundreds of schools. I have learned that a school is not a business. Schools are unable to control the quality of their raw material, they are dependent upon the vagaries of politics for a reliable revenue stream, and they are constantly mauled by a howling horde of disparate, competing customer groups that would send the best CEO screaming into the night.

None of this negates the need for change. We must change what, when and how we teach to give all children maximum opportunity to thrive in a post-industrial society. But educators cannot do this alone; these changes can occur only with the understanding, trust, permission and active support of the surrounding community.

For the most important thing I have learned is that schools reflect the attitudes, beliefs and health of the communities they serve, and therefore, education means more than changing our schools, it means changing America.

Please forward THE BLUEBERRY STORY to teachers, parents, politicians and everyone interested in education.