



# JULY, 2012 BCAM MONTHLY REPORT

Tom Hursey – Executive Director

## FROM THE EXECUTIVE DIRECTOR:

Hopefully your summer is going well. Many of you will be finishing up your summer camps and scrimmages soon. Others will be just getting started. Remember to find time for you and your family.

**This will be the last Monthly Report sent to last year's (2011-12) BCAM members. I suggest you get your membership updated ASAP so you don't miss any Monthly Reports and BCAM information. Don't forget the School Special for \$80.**

**RAWLINGS BASKETBALL UPDATE:** As many of you know, the Rawlings basketball has not been up to the standards that BCAM members expect. I am happy to announce that Rawlings has made changes in their production company and they have come out with a new, improved basketball. Those coaches who have had a chance to see it believe it is a ball that members will be happy with. I know many of you have gone away from the Rawlings ball but I hope you will take a look at the new ball and give it a chance.



It will be the ball of the MHSAA state tourney so there is some incentive to use the "Ball of BCAM and the MHSAA." Click on the following link to see the new Rawlings basketball and the new Contour Construction:

<http://www.bcam.org/images/banners/rawlingsballs.pdf>

Here are the upcoming BCAM events that are just around the corner:

**REACHING HIGHER SHOWCASES:** Rich Moffit and Tim Conley have been putting in long hours working with the MHSAA to bring about two top-notch Showcases for girls and boys underclass student/athletes. Approximately 100 boys and 100 girls have been selected and registered to attend.

The boys' Showcase will take place on Wednesday, July 18<sup>th</sup>, at South Lyon HS. It begins at 5:00 PM and ends at 10:00 PM. For more details go to:

<http://www.bcam.org/reaching-higher/showcase-information> . If you have any questions, please contact Coach Moffit at [coachmoffit@gmail.com](mailto:coachmoffit@gmail.com) .

The girls' Showcase will also be held at South Lyon HS on Thursday, July 26<sup>th</sup>. It begins at 12:00 PM and ends at 5:30 PM. For more information click on the website above. If you have any questions, please contact Coach Conley at [tjconley@stcs.org](mailto:tjconley@stcs.org) .



**COACHES VS CANCER GOLF SCRAMBLE:** Join college coaches, high school coaches and other golfers at the 3<sup>rd</sup> Annual BCAM Coaches vs Cancer Golf Outing on Monday, August 6. Beautiful Walnut Hills Golf Club (East Lansing) will host this fundraiser. Golf, door prizes, special contests, silent auction, lunch and dinner included. But we cut off registrations at 144 golfers. Last year we had to turn people away so make your plans NOW and go to: [www.cvcgolf.org](http://www.cvcgolf.org) where you can register and pay online (no payments at the door).

**33<sup>rd</sup> ANNUAL ALL-STAR FESTIVAL AT THE PALACE:** Why not plan to bring your team to this outstanding basketball event on Saturday, August 11. See the top 100 seniors along with BCAM's top 3-point shooters and the best dunkers in the state. All this on one day in the top arena in the Midwest, the Palace of Auburn Hills from 2 pm – 9 pm.

Regular cost of admission is \$12 for a "general admission" ticket and \$20 for a "Courtside/VIP" seat. **Vouchers are available from BCAM for \$2 off the cost of the general admission price and \$5 off the cost of the Courtside/VIP seat.** These vouchers would be great to pass out to your players or at a Camp/Clinic that you are hosting this month. To request a voucher(s) send an email to Dan Christner, All Star Chairman: [cdcfish@gmail.com](mailto:cdcfish@gmail.com) He will mail them to you. Allow 1-2 weeks for arrival. In the email, be sure to include your mailing address and how many vouchers you need.



**BCAM FALL CLINIC WILL BE ANOTHER GREAT EVENT:** You spoke and we listened. There was a consensus on our post-clinic survey to go to a two-day clinic with more on-court demonstrations. That is what is in store for you this October 5 & 6. The first day will be at the Best Western Plus Hotel in Lansing (formerly the Causeway Bay & Holiday Inn South). Renovations are now complete and you will find a beautiful hotel with all new rooms and meeting areas. Saturday will find you at Holt High School for 4 great speakers, two in the AM and two in the afternoon. You will be receiving a brochure in August with all the details of the clinic. Besides the changes already mentioned, BCAM will provide you with a Jersey Giant lunch at Holt HS. AND we are lowering your cost to attend from \$75 to \$70 with an option to register 4 coaches for the price of 3. **MARK YOUR CALENDAR.** You don't want to miss this weekend.



*SPEAKERS COMMITTED TO SPEAK: Tom Izzo (MSU), Ray McCallum (U of D Mercy), Kim Barnes Arico (U of M - Womens), Fred Hoiberg (Iowa State), Keno Davis (Central Michigan), Steve Schmidt (Mott CC), Nate Oats (Romulus HS). More later.*

## **COACH KLINT PLEASANT HONORED WITH COACH OF CHARACTER**

In just one season, Rochester College Head Basketball coach Klint Pleasant has made his mark not only as a winning coach, but also as the leader of a team honored for its character on and off the court.

On June 1, the National Association of Intercollegiate Athletics (NAIA) honored Coach Pleasant as the Association of Independent Institutions (AII) 2012 NAIA Coach of Character.

The A.I.I. Conference, made up of 34 college institutions throughout the United States, honors one coach each year whose program displays the NAIA five core values: integrity, respect, responsibility, sportsmanship, and servant leadership. This honor carries extra value, as this past year was Rochester College's first year in the A.I.I. and NAIA.

Coach Pleasant is very honored to have been the recipient of this award. "We continue to be very grateful to the NAIA and the A.I.I. This award is humbling," said Coach Pleasant. "I had no idea. I am grateful for the nomination as well as being recognized from this association. I hope this will

solidify our standing with the NAIA moving forward and bring some recognition to Rochester College.”

The award has not only meant a great deal to Coach Pleasant and his basketball team. The award has shared meaning with Rochester College President Rubel Shelly. “This award means that Rochester College is being true to its mission,” said Dr. Shelly. “We have promised to provide for the intellectual, social, and athletic development of the men and women who attend here in a Christian environment. Klint and his staff in the Athletic Department are following through on that promise. The award is certainly an honor for Coach Pleasant at a personal level. It is also an affirmation of everything we are doing as a Christian college.”



It is not uncommon for President Shelly to receive letters or phone calls regarding the great behavior of the RC basketball team. “When one fellow in the stands was expressing his pleasure and amazement that the team was policing the area around its bench for cups and trash, I just smiled and said, ‘That’s the way of things with Coach Pleasant and his team.’ More of his players are likely to remember these little things than all the game scores,” said Dr. Shelly. “I count it a great honor to get to work with Coach Pleasant and to call him my friend.”

In order for Coach Pleasant to receive the Coach of Character award, a player had to write an essay on why they feel their coach should receive the award.

## Two Objectives Of Individual Instruction by Kevin Sutton

### I. My philosophy on Player development /Individual development:

My philosophy on Player development/individual development is that the workout has to be **Organized**. When the workout is organized, then it shows thought (why did we choose these drills?). The progression from one drill to the next drill is vitally important to the success of the workout (i.e. catch and shoot drill to a shooting on the move drill). I like to use a conditioning drill like push ups or free throws with a penalty or water break to transition from one section of the workout to the next. The transitions help to teach the competitiveness that is needed to improve.

The workout has to be **Challenging**, mentally challenging with multi dimensional drills that require the individual to think the game/basketball IQ (attacking the defense with 3 different dribble moves). The workout must be physically challenging, using conditioning drills such as sprints while dribbling, push ups, sit ups, jump rope at different points in the workout, limiting the number of water breaks, or rewarding water breaks when maximum/game like effort is given.



The workout has to focus on **Improvement**. Too often players equate a good or bad workout on the number of shots made. I feel that especially when you are learning a new concept(s), the focus has to be on the individual’s ability to try/attempt and on their ability to grasp what is being taught to them. Their ability to leave their comfort zone in an attempt to learn a new concept that will help improve their game. This kind of workout could use terminology, inside foot when coming off screens to shoot, permanent pivot foot vs. the ability to use both feet.

The workout should be **Competitive**. Chart their shots to give them feedback. Give them goals to reach within each segment. Use rewards and penalties within each drill or segment. Choose drill leaders and then hold them accountable to lead the drill properly. Rotate your leaders within a drill segment; this will help them to learn how to be a leader and also how to follow when they are not the leader. To the player and/or players who desire to be great, their competitive spirit/character will come to the surface.

The workout should be **Creative/Imaginative**. The use of objects (cones, chairs, trash cans etc), are very important to the success of the workout. Their ability to learn visually is being taught. Vary the angles of

the drills to increase their imagination and grow their creativity. Give the drills or moves names of players that they can identify the move with (ex: Triple threat ball place: Tim Duncan = shoulder to shoulder, Allen Iverson = ankle to ankle). I also like to name drills after my players who do the drill really well or I will name a drill after a player who needs to improve in this area. Another idea that I use to keep my workouts creative/imaginative is changing the drill order, the basket and the location points. By doing these things, boredom and complacency are eliminated. Finally, the workout should be **fun without being silly.**

## II. My philosophy on planning a workout:

I design my workouts to address the following fundamental areas: ball handling, dribbling, footwork, shooting, passing and conditioning. Within these areas, the drills are further broken down into positional drills. For example, the footwork for the post is not the same as for the perimeter. Back to the basket vs. facing the basket footwork. I am also a big believer that you must rotate your “sub drills” each third day and then introduce a new sub drill. An example of this is 2 ball stationary dribble and then 2 ball dribbling on the move.

It is also by design that in my workouts, I like to use my conditioning drills as transitional drills from one segment to the next. Conditioning is such an important part of the game. The mental as well as the physical toughness should be developed in the athlete during the workout. A very big part of my workouts is spent on developing the confidence outside their comfort zone. The development of security vs. insecurity within an athlete starts with their ability to encourage a teammate. That is why I am a big believer that within a good workout you hear a lot of good/positive talk taking place. Thus it is important to choose your drill leaders and rotate them to ensure that the development of leadership and “followership” are both learned. Now, I want to accomplish my third objective: My philosophy on what it takes to be a successful post player. A sample of a post workout is attached with diagrams.



## WOODEN WISDOM

When Coach John Wooden was asked how a person could acquire confidence, Coach responded in much the same manner as when he was asked how a person could gain poise. “Is it easy?” he wrote.

*Not at all. It's very, very difficult. How can we acquire it? By being industrious, enthusiastic, friendly, cooperative and loyal. By maintaining our self-control. By being alert and alive and constantly observing the things that are going on around about us and not getting lost in our own narrow tunnel vision. By having initiative and not being afraid to fail realizing that we are not perfect and we're going to fail on occasion. By being intent and persistent on reaching the realistic goals that we set for ourselves. By being conditioned morally, mentally, emotionally, physically. By being skilled. By knowing what we are doing. Being able to do it and doing it quickly. And by having consideration for others. This foundation will bring poise and confidence that will be real.*



## WOODEN ON CHANGE

*We change what we can, but if we get too concerned, involved and engrossed in circumstances over which we have no control or can't change, those circumstances are going to have a negative impact on events and outcomes we can control.*

## Keys to Coaching Today's Millennial Generation Athlete

Jeff Janssen, Janssen Sports Leadership Center

### ADVICE FOR COACHING MILLENNIALS (those born from roughly 1982 to the present),

Based on the changes outlined by the authors of *Millennials Go to College* and the ones observed by coaches, here are some tips to help you coach your Millennials.

1. **Help your Millennials understand that adversity is inevitable, temporary, and helpful in the long-term.** You will need to teach them how to maintain their composure and confidence - and how to refocus on to the next play.

Resources for doing this are available to our Championship Coaches Network members at: <http://www.championshipcoachesnetwork.com/public/department75.cfm>

2. **Help your Millennials understand that getting better is a long-term process.** Help your Millennials create a long-term training schedule that takes them from where they are now to where they would like to be. Encourage them to make the choice to stick with their plan over the long run. Remind them that success takes a long term investment of time.

3. **Understand that there are dozens of things that compete for your Millennials' attention and time.** Don't get frustrated when your athletes are involved in a multitude of other activities. Make your sport and team one that they enjoy being a part of and see real gains when they participate. If you can do this, they will gravitate to you.

4. **Don't lecture - Edu-tain.** Short attention spans are a hallmark of the Millennial generation because of the fast-paced world of technology. They have hundreds of television channels to choose from if they are bored, a plethora of video games, billions of websites to surf, and ways to instantly communicate with friends. Thus, you too have to try to build entertainment in when you coach - or you will quickly lose their focus.



5. **Provide opportunities for young Millennials to engage in free athletic play.** I tried something a year ago called Free Play Fridays. I piled a bunch of sporting equipment in the back of our mini-van and drove to a local park. We invited two dozen of my son's friends and acquaintances to join us for a morning of free play. The kids could choose whatever sports and activities they wanted to play, make up the teams, and have fun on their own in a minimally supervised environment. I was there merely to keep them safe and to attend to any injuries that might occur. Despite having a low turnout because most of the kids were so overscheduled, the kids got a chance to experience sport without the pervasive, well-meaning interference of adults for at least a few mornings. Give it a try in your community.

6. **Develop your parents into allies, not adversaries.** Because Millennials and their parents still seem in some ways to be attached at the umbilical cord, you need to find ways to include them rather than fight them. By reaching out to your parents and coaching them on what is appropriate and what isn't, you have a better chance to turn them into allies than adversaries.

Our Championship Coaches Network members can find ways to work with parents at:

<http://www.championshipcoachesnetwork.com/members/300.cfm>

7. **Help kids fight their own battles.** Along with the parent issue, many athletes try to have their parents fight their battles for them. Instead, encourage your athletes to constructively fight their battles on their own first. Teach them how to maturely approach conflict and how to work through it effectively. These conflict management skills will be vital for them as they have families and businesses of their own.

8. **Remember that people are people.** Finally, even though there are differences from years past, ultimately remember that people are people. Make your practices engaging, challenge them to improve, build their confidence, support them when they struggle, and you too will have a great time coaching athletes of all ages and watching them improve.

For more information on understanding and working with different generations, visit <http://www.lifecourse.com>

## **WOODEN WISDOM**

Being competitively great according to Coach John Wooden had two simple parts: “real love of a hard battle” and “being at your best when your best is needed.” He felt that “being at your best when your best is needed” is a result of being prepared: having the other blocks of the Pyramid in place.

Sometimes when great competitors rise to the occasion they are described as lucky. I would add Coach Wooden’s favorite definition of luck:

*“Luck is when preparation meets opportunity.”*

*The five most important words:  
“You did a good job.”*

*The four most important words:  
“What is your opinion?”*

*The three most important words:  
“If you please.”*

*The two most important words:  
“Thank you.”*

*The most important word:  
“We”*

*The least important word:  
“I”*

*Author Unknown*