



MARCH, 2013 BCAM MONTHLY REPORT

Tom Hursey – Executive Director

BITS AND PIECES:

- March Magic, March Madness or whatever you want to call it is the best time of the year. Whether it is coaching in the high school state tournament, watching teams advance in the state tourney or watching the college teams play their tournaments, nothing beats March basketball. Good luck to all of you who are coaching in the tourney. Since only 4 high school teams will walk away with a final victory, that means around 750 teams will end on a loss. You do your best coaching and hopefully your team will play above expectations.
- This is the busiest time of the year for BCAM. Make sure you read all your email from the BCAM Office and what is printed below. Don't be the coach that did not take the time to nominate a player for the many awards that are available.
- Our new President-Elect is Tony Sweet. Tony is the Boys Varsity Coach at Brighton HS. Tony will serve on the BCAM Board for 3 years. I want to thank Dennis Hopkins and Ramsey Nichols for running for this position. Any one of these three candidates would have made a good President.
- I am super excited about our membership numbers (see below).
- There has been a change in the Boys Finals Game Times: Class D - 10 AM, Class A - 12 Noon, Class C - 4:30 PM, Class B - 6:30 PM.
- If anyone is interested in working on a committee that is reviewing the School Classifications of the Basketball Tournament, please contact Sean Schroeder (Stevensville Lakeshore HS) sschroeder@lakeshoreeps.org or 269-313-4181.



BCAM MEMBERSHIP AT AN ALL TIME HIGH!!! I am happy to announce that BCAM not only reached our year's goal of 4500 members but we blew right past it and our membership stands at **4684**. This is an increase of 477 members from last year. If Texas doesn't have a big increase in their membership, BCAM should be the biggest state high school basketball coaches association in the country. I would like to thank our Administrative Assistant, Amy Heydenburg and BCAM Secretary, MaryBeth Brown for their efforts in following up with coaches and encouraging them to join. No doubt our School Special is a big factor in the increase in members. **Previous years' totals: 2007-08 (3659), 2008-09 (3473), 2009-10 (4175), 2010-11 (4374), 2011-12 (4288).**

BEST WESTERN PLUS IS OFFERING BCAM MEMBERS A SPECIAL RATE: When in the Lansing area for the state finals or any other time and you are looking for a nice place to stay, you can now stay at our clinic hotel, Best Western Plus, for a special BCAM rate. Your rate is \$92.50 with no breakfast or \$98.50 with breakfast and your price is good for either two (2) Queen Beds or one (1) King Bed. When arriving, sign up as a **Best Western Preferred Customer**, which is no charge and for every night guests stay in a Best Western Hotel, they are awarded points towards a free night. This rate is good also for members, coaches, officials, friends and family. They do not check ID's or need letters from BCAM proving that they are using the BCAM rate. We look forward to this partnership for years to come.



DO HIGH SCHOOL COACHES RECRUIT? In this day and age there is much talk about student/athletes transferring from one school to another. These transfers lead to these questions: Are the high school coaches recruiting; are assistant coaches doing the recruiting; are players transferring on their own because they want to play on a better team? These questions, along with many others, are why the MHSAA is looking into possible changes in the transfer rule with the hope that transfers might be minimized. This is not an easy topic. Stay tuned for future developments.



MR and MISS BASKETBALL: The Miss Basketball ballots were emailed February 26 to all “actively coaching” BCAM members. Voting ends March 5. If you did not get a ballot and you think you should have, let Amy know. amy@bcam.org The Mr. Basketball ballots will go out on March 6 and voting ends on March 13.

NOMINATIONS: It is that time of year to submit your nominations. You have received an email from Amy about nominations. It is now time to follow up. Your team or players might be eligible for the many awards that BCAM (underwritten by Meijer) hands out each year. Academic awards, BCAM’s BEST and Top Shooter nomination forms are all available under “FORMS” after logging in.

HOSPITALITY ROOM AT BRESLIN: IMPORTANT NOTICE: Due to change in Boys Finals format, the Hospitality Room will not open until 12 Noon. BCAM, along with the help of the MHSAA, will be hosting our annual Hospitality Room at the Breslin Center for BCAM members during the Boy’s State Finals. Bring your membership card to the BCAM table in the concourse to get your pass to the Hospitality Room. Members are allowed to bring in three guests (one free and two for \$5 each). Please do not try to bring a group of players to this event. Officials are also welcome if they bring their MHSAA registration card.

LOW MEMBERSHIP FEES: BCAM might have one of the lowest, if not the lowest, membership fee structure 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, Team Sports, Johnny Mac’s, and NIKE.

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. Hopefully the results will be sent out to the membership sometime in April. The banners for the top 200 schools (100 girls’ teams and 100 boys’ teams) will be presented at the beginning of next year’s season. *If you have any questions about this award PLEASE CONTACT: Deidre Piechocki at deidre.piechocki@us.army.mil or call 517-481-7003.*



BCAM ALL-STAR FESTIVAL: As announced earlier, the All-Star Festival will not be played this year. The Palace of Auburn Hills, as well as the Pistons, dropped us from their sponsorship. We also had a difficult time finding a time in the summer to play the game since D1 players and many other top players had college commitments.

3-POINT AND FREE THROW CHAMPIONSHIP AT THE STATE FINALS: Plans are being finalized for the 3-point and free throw championships (“Top Shooters Challenge”) 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 3/6, boys 3/13), your players can still be eligible for the Top Shooters’ AWARDS, BUT NOT for the contest at the Breslin Arena during the state finals.

COACHES VS CANCER WINTER FUNDRAISERS: Thank you so much to all of the amazing coaches and teams who hosted a Coaches Vs. Cancer game over the last few months!! Please send any funds raised to Beth Campbell at the American Cancer Society at 20450 Civic Center Dr. Southfield, MI 48076. Stay tuned to our next newsletter to hear the total amount raised through BCAM.



COACHES VS CANCER GOLF SCRAMBLE: Save Monday, August 5 on your calendar. This is the date for the 3rd Annual Coaches vs Cancer Golf Scramble at beautiful Walnut Hills Golf Club in East Lansing. You will be receiving a separate email later this spring with all the details including how to register. BCAM members will have the opportunity to sign up early. Then registration will open to the public. So if you are interested, get a foursome and sign up early. Individuals can sign up also.

NEED BASKETBALL EQUIPMENT, UNIS, ETC.? Many of you will be placing equipment orders for the 2013-14 basketball season. I am hoping that you will keep our sponsors in mind as you decide on whom to patronize. If you are looking for **NIKE** clothing be aware that **Team Sports and Johnny Mac's** have all the merchandize that you will need. They also carry the **Rawlings Basketball** that is the "basketball of BCAM and the MHSAA". **Since they help BCAM financially, it makes sense to at least contact Team Sports (Brad Downer - bdowner@teamsportsinc.us) and Johnny Mac's (Mike Stewart - mstewart@johnnymacs.com) and give them a chance to bid on your needs. I think you will be pleased with their service.**

MARYSVILLE'S PINK OUT: Marysville HS was aiming to raise \$1500 during their first attempt of a Pink Out for Coaches vs Cancer. Final result - \$5600. Erin Potts (Freshman girls coach) was the "kingpin" in this great effort. BCAM thanks all those at Marysville who made this event such a success.



Look Through Someone Else's Window

By Coach Mitch Hubbard - Athletic Director - Reading High School - BOCCC Member

Look through someone else's window was the name of our Sunday school lesson. The entire lesson was about how we should stop and try to see things the way others do.

I sat through the class nodding my head in agreement. I kept thinking of situations where if people would do this many conflicts could be avoided. If only people would look at both sides of things then the world would be a better place.

I then thought about the relationships that I have had with officials for the last 27 years. I have never stopped to think about what the official was thinking or what they might be going through. I have never even cared much about their feelings or their life happenings. It has always been about me, my team, and my situation. I usually think that the "refs" are against me and my team. How could they call that? What are they looking at? What have I ever done to him? These are the thoughts that led to my usual obnoxious comments or statements.

This season I took on the position of Athletic Director. Part of the job is to greet the officials and escort them back and forth to the locker room. For the first time in my career, I have had good, honest, open conversations with guys that I have known for years. I found out that these guys have families, careers, injuries, honors, and all kinds of day to day happenings. Some live close by and some travel long distances to referee. I was amazed as to just how much these guys were like me!

If only I had stopped and taken the time to have a normal conversation with these guys years before, my perception may have been different. If I would "look through someone else's window" and realize that officials are normal people, maybe some uncomfortable situations could have been avoided. I suppose the same goes for officials. If they would try to see things through the window of the coach they might see more than a screaming mad man.

Officials and coaches want the same thing. They both love the sport and want to protect it. We need to work together to improve and enhance the game. Communication and relationships between officials and coaches is critical. We need to stop and take the time to "look through someone else's window" and appreciate them.



MOTIVATING PLAYERS

By Alan Stein, <http://coachingtoolbox.net/blog/9-keys-to-motivating-basketball-players/>

Elite level coaches are superior motivators. While there is wide range of motivational techniques and styles (look how different Doc Rivers is from Gregg Popovich or Brad Stevens is from John Calipari), the most successful coaches at every level are masters at finding ways to get each player, thus their team by default, to play to their potential on a consistent basis.

Regardless of your style, here are 9 keys to motivating players:

1. **Know the game.** Players can spot incompetence from a mile away. You don't have to have Bobby Knight or Hubie Brown's experience or acumen, but you certainly need to constantly hone your basketball I.Q. If you are a young or inexperienced coach, you must become a student of the game and work on your craft *every* day. Only coach what you know and work hard to find out what you don't know.
2. **Discipline them.** Players actually crave discipline because it shows you care. They also know, way down in their subconscious, that discipline is a key ingredient to success. They will lose respect for you if you don't. No one is motivated by a person they don't respect.
3. **Show them why.** Players need what's called 'perceived relevance.' They need to know that what they are doing will help them become the best player they can be. They need to know that the drill

they are doing today in practice will better prepare them to perform this Friday night when the lights come on and the cheerleaders start dancing.

4. **Praise them.** Players need to be caught doing something right! That which gets praised, gets repeated. Be as specific as you can in your praise. For example, “Joey, that was an excellent screen you set to get Johnny open. You took the perfect angle, kept a wide base, and held your ground. *You* were the reason we scored on that play.” Trust me, Joey will take pride in setting screens for the rest of the season after that type of praise.
5. **Be honest.** Players need to hear the truth. They might not *want* to hear what you have to say, but they will ultimately respect you for it. If a player isn’t going to see much playing time this season, let them know what their role will be. If your team is a 20+ point underdog in your game, let them know they need to play hard, play smart, and play together regardless of *who* they play, that they aren’t measuring themselves against their opponent, but rather measuring themselves against what they are capable of. But make sure they know that on any given night... they can beat anyone.
6. **Bring ENERGY.** Players respect coaches that work just as hard as they do. Make your enthusiasm and passion contagious. You don’t get what you *know*. You get what you *bring*. If you happen to be a younger, inexperienced coach (mentioned above in #1), your daily energy & enthusiasm can make up for your lack of acumen for the time being.
7. **Use innovative drills.** Gene Hackman’s famous line in Hoosiers (‘My practices aren’t designed for your enjoyment.’) doesn’t fly with today’s player. Players have short attention spans. Boredom causes demotivation. It’s not your job to reinvent the wheel, but it is your job to constantly search for ways to get that wheel to run smoother and faster!
8. **Be authentic.** Players can spot a phony just as quickly as they can spot incompetence. Be true to yourself; don’t try to be someone else. If Brad Stevens tried to coach like Bobby Knight, it wouldn’t work. Coach to *your* strengths and create *your* own style, philosophy, and culture.
9. **Love them.** Players don’t care how much you know until they know how much you care. If you truly care about your players, on and off the court, they will run through a brick wall for you. Literally.



Your warm-up lays the foundation for every workout, practice and game. If you want to keep your players motivated, you have to find ways to keep them engaged when laying that foundation.

MORE WITH COACH JOHN WOODEN

John Wooden was asked what he would say is one of the most important things his father taught him. His reply began with an idea that ultimately defined how he approached life and competition.

Never try to be better than someone else; but always be learning from others. Never cease trying to be the best you can be. One is under your control the other isn't.

In his book *Wooden: A Lifetime of Observations and Reflections on and Off the Court* with Steve Jamison Coach explained how he used this idea as a Coach:

Preparing UCLA for a basketball game with Louisville or Arizona or Duke or Michigan, I would tell my players, "We can't control what those other fellows do to get ready. We can only control what we do to get ready. So let's do our very best in that regard and hope that will be good enough, yes, to outscore them. But let's not worry about that. Instead, let's worry about our own preparation."

Let's say I want to build a car--maybe a Ford or a Chevrolet or a Plymouth. I want to build it the best I can possibly build it. Will it be better than a Cadillac or a Mercedes? That's irrelevant.

If I'm building a Ford, I simply want to build the very best Ford I can build. That's all I can do: to come close to my level of competency, not somebody else's. I have nothing to do with theirs, only mine.

To worry about whether what I'm building is going to be better than what somebody else is building elsewhere is to worry needlessly. I believe that if I'm worried about what's going on outside, it will detract from my preparation inside.

My concern, my focus, my total effort should be on building the very best Ford I can build. I did that in coaching high-school teams and in coaching college teams. My focus was on making that team, that group of individuals, the best they were capable of becoming, whether it was a Ford or a Cadillac.

Some years I understood we were building a Ford. Other years I felt we were building a Cadillac. The effort put forth in all years was the same: total.

And I was just as proud of our well-built Fords as of our well-built Cadillacs.

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