



BCAM July, 2016 Monthly Report

Tom Hursey – Executive Director

FROM THE EXECUTIVE DIRECTOR: For many of you your second season is winding down and you now can enjoy the summer. BCAM's focus this summer is to make sure the BCAM Clinic is top-notch. Clinic Co-Director, Kevin Richards, will be giving you some details about the clinic later in this report. Please make plans to head to Lansing on October 22-23 for another outstanding clinic and bring your entire staff.

Many of you are wondering about what is being done concerning the SEEDING project. We had our meeting on June 12. Kevin Pauga, Assistant AD at MSU, introduced his method for rating all the teams in the state. It was well received by the 12 committee members and after much discussion, it was decided to come up with a plan for seeding teams based on Kevin's rating system. A smaller committee will take this idea to the MHSAA directors to get their input. Once we get the MHSAA's input, we will have the entire committee meet again this summer and come up with a final proposal. This proposal will be presented at the Basketball Committee meeting in December. That committee will determine if it should be sent to the MHSAA Representative Council's meeting in May. The Rep Council will make the decision to accept or reject our proposal. As you can imagine, any proposal will have some coaches agreeing and some coaches not in favor but the committee will do their best to come up with a proposal that will satisfy most coaches. I will try to keep the membership aware of our progress as well as give more details of our proposal.

One other area of interest for many members is trying to balance out the number of teams that play in the state tournament within each classification. Because some schools that fall in the Class D range are so small, they opt out of the year end tournament. This means that there are up to 25 fewer teams playing in the state tournament in Class D than the other 3 classes. If the classes were evened out, there would be about 6-8 schools moving from Class A to Class B. The same for Class B to Class C and also for Class C to Class D. BCAM is looking at a proposal that will balance the classes. This would be similar to how divisions are determined in other sports, i.e., equal number of schools in each division.

MEMBERSHIP: Remember that the 2015-16 BCAM membership year is over. This is your last Monthly Report if you have not renewed your BCAM membership for 2016-17. Your website login privileges will also be terminated on July 15. The 2016-17 membership year runs from June 1 to May 31. You can renew your membership online or via snail mail. (www.bcam.org -- click on JOIN BCAM for online renewal or click on FORMS for paper). Contact amy@bcam.org if you need any help. Most schools in the state use the SCHOOL SPECIAL membership plan. Sign up to 15 coaches in your system at one time at a discount from the Individual Membership rate.



REMEMBERING PAT SUMMITT: I think it is apropos to remember a great women's college basketball coach who once spoke at the BCAM Clinic. Pat Summitt was the women's John Wooden. She was a class act and an inspiration to both men and women coaches over that last 30 years. Here are some of her quotes:

On how to win:

"Here's how I'm going to beat you. I'm going to outwork you. That's it. That's all there is to it."

On discipline:

"Discipline helps you finish a job, and finishing is what separates excellent work from average work."

On setting goals:

"It's harder to stay on top than it is to make the climb. Continue to seek new goals."

On Caring:

I don't care what you know. I want to know that you care.



FALL CLINIC: The BCAM Fall Clinic sponsored by Rawlings will be back in the Lansing area this fall. The dates are October 22 & 23. The later date was due to scheduling problems with Michigan State. Also, the Saturday clinic will be held at Okemos High School instead of Holt High School due to other activities scheduled at Holt. Clinic Directors, Kevin Richards and Dennis Hopkins, are hard at work to bring you another outstanding clinic. We will be on-court at Okemos HS on Saturday and at the Breslin Center on Sunday with practices by the MSU Women's team followed by the MSU Men's team. The MSU Basketball Strength and Conditioning coach will speak between **Coach Merchant** and **Coach Izzo**. The host hotel will again be the Causeway Bay Hotel on Cedar St, Lansing. We are happy to announce this outstanding list of speakers. Mark your calendars for another great weekend. You will be receiving a brochure in August about registration and all the speaker times.

BCAM is extremely excited about this year's clinic. Our clinic is one of a kind. Very few states offer both the on-court speakers and the Division 1 practice. We have a well-balanced group, speaking on a variety of topics that will interest all. Besides **Tom Izzo and Suzy Merchant**, the following speakers will be on-court on Saturday:

Coach Phil Martelli of Saint Joseph's will lead off the clinic. Anyone who has heard him speak knows he is entertaining as well as an unbelievable tactician on the court. Coach Martelli has been a consensus National Coach of the Year and understands the importance of our BCAM organization.

Coach Don Showalter of USA Basketball will follow. Coach Showalter has been a high school coach in Iowa for 42 seasons. He recently accepted the position of Director of Coaching Development with USA Basketball. Coach Showalter has a perfect 38-0 record coaching the U-16 and U-17 teams.

Our next two speakers have a special place in their hearts for Michigan:

Kurt Godlevski – (Butler University Women’s) played at Northern Michigan and received his coaching start at Lake Superior State. Before heading off to Indiana, Kurt coached at his high school alma mater L’Anse High School. Kurt led Bedford Lawrence North (IN) to the 4A title in 2013. He is entering his third year at Butler.

In 2013, **Nate Oats** won a Class A title at Romulus and was the BCAM Overall Coach of the Year. He was a very active member of BCAM in his 11 years at Romulus and built a program that was recognized throughout the state and nationally. Recently Nate led the University at Buffalo to the MAC tournament title and the Bull’s second consecutive NCAA appearance.

Our final speaker is **Drew Hanlen**. Drew is the most sought after skills trainer in the world. Drew’s impressive array of clients includes Bradley Beal (Washington Wizards), Andrew Wiggins and Zach Lavine (Minnesota Timberwolves), Jordan Clarkston (Los Angeles Lakers) and Dwight Howard (Houston Rockets). Drew has teamed with former BCAM speaker Alan Stein to help players and coaches throughout the world.

We will also feature sessions with experienced coaches speaking to the lower level coaches and assistant coaches—offering ALL coaches the opportunity to improve. I look forward to seeing everyone in October! Enjoy the rest of the offseason.

HALL OF FAME CLASS OF 2016: BCAM is happy to announce this year’s Hall of Fame inductees. They are:

TOM IZZO – Michigan State University

MARK KEELER – Wyoming Tri-unity Christian

MIKE MILLER – Bridgman

WILLIAM WINFIELD – Detroit Martin Luther King

This outstanding class will be inducted into the BCAM Hall of Fame at our annual banquet. The banquet will be held as part of the Fall Clinic weekend on Sunday, October 23 at 5:00 PM. The location will be at the Causeway Bay Hotel (6820 S. Cedar, Lansing 48911, 1-800-333-8123). There will be a Hospitality Hour starting at 4:00 PM. Tickets for the banquet are \$30. If you are also attending the clinic you can sign up for the H of F Banquet for \$15.

ALL BCAM MEMBERS WILL BE RECEIVING A CLINIC BROCHURE IN THE MAIL IN AUGUST. IT WILL CONTAIN COMPLETE DETAILS ABOUT THE CLINIC AND HALL OF FAME BANQUET AND HOW TO REGISTER FOR BOTH.

QUOTE FROM JOEY CRAWFORD (Longtime NBA Official):

“I always say that good referees are good because they know when they’re bad. Bad referees are bad because they don’t know when they’re bad.”



Excerpts from *Winning Hoops* by Greg Winkler, Ida Baker HS, Cape Coral FL. www.winninghoops.com

The following video shows a great example of what can happen to us in practice. The action (what the drill is teaching) is very good but it's being executed with bad energy. It almost looks like the coach is working and breathing harder than the player! And, he keeps saying good job? Does the player benefit in any way?

It's possible the coach intentionally wanted this done slowly so that the people watching can grasp the drill – whether intentional or not it shows us an issue that finds its way into our drills too often.

Especially when we only have 1 coach and are using 6 baskets for drills.

As coaches we are always looking to create or find the drills that, when done correctly, engage and challenge the players while addressing the important skill sets in the shortest amount of time. But there is no drill out there that can be done with this level of energy and effort and be of benefit to anyone. This is how not to get better.

<http://wbasketball.coachesdirectory.com/article/michael-carter-williams-alternating-lay-up-cone-drill-video.html>

12 RULES FOR NEW COACHES:

1. **Have an attitude of gratitude**
2. **Be humble**
3. **Set expectations**
4. **Celebrate the positives**
5. **Listen to your team**
6. **Continue to educate yourself**
7. **Integrity is No. 1**
8. **Emphasize respect and sportsmanship**
9. **Embrace the past**
10. **Build relationships**
11. **Communicate often**
12. **Enjoy the ride**



Coaching Basketball: When Players Need You Most

This post was written by University of Washington Women's Head Coach Mike Neighbors while he was an assistant at Xavier.

There are lessons for coaches at all levels in this article. Have you ever wondered if you were supposed to be a coach? Sacramento, California... ARCO Arena... March 29th, 2010... NCAA Elite 8... Stanford (34-1) vs. Xavier (30-3) Winner advances to the Final Four... Stanford had won their first three tourney games by a combined 98 points... Xavier attempting to be first non-BCS school to advance to Final Four in 11 years...

20.6 seconds to play... 51-51 tie game... Xavier ball on the side coming out of a timeout... Shot clock is off... Ball inbounded safely... All-American Amber Harris cuts off a high cross screen and draws a double team from Stanford All-Americans, Nneka Ogwumike and Kayla Pedersen... Harris finds a wide open Dee Dee Jernigan behind the defense... Amber fires a bullet pass to block... Dee Dee can't convert the wide open two footer... Harris alertly scrambles for the rebound which she secures... As she dribbles to get space, she finds Dee Dee again even more open and closer to bucket than the first time with 9.5 to play...she misses again... and this time Stanford's Kayla Pedersen re-bounds...

This was the moment I knew I was supposed to be a coach. If you don't remember the play or have never seen it, check out this link to hear Stuart Scott's ESPN call of the action and also what followed in the final 4.4 seconds before you read on.

<http://www.youtube.com/watch?v=M5Je0ludNqA&feature=related>

So much of our daily routine as a coach is spent doing things in an office. We are on the computer researching opponents or recruits. We are manning a remote control watching film in preparation for an upcoming game or one of our own games/practices. We are on our phone chatting with other coaches about the latest gossip or news of the day. We

are filling out paper work for an upcoming road trip. On top of that high school coaches are grading papers, filling out absentee forms, doing lunch duty, or meeting with a parent about a student's generally poor attitude in your math class.

While vital to execution of our jobs, it is NOT what our players really need from us. If you as a coach can't perform the necessary duties of your job without tiring out or burning out, you will never be there when your players truly need you.

I learned this one the hard way over the years. I found myself so wrapped up in "doing my job" that most times I wasn't there to do my real job. Sure, I had some highlights. I was there at times, but wow did I miss out on so many more.

Over the last two years since that Stanford game, I have been trying to collect all the times I was there when a player needed me as well as the times I wasn't. With help from other Newsletter group members and coaching colleagues input, I hope we can share a piece that will help young coaches from having to learn these lessons the hard way. These are in no particular order of importance... just ramblings...

When they miss the game winning shot... We have all seen videos of coaches reacting to game winning shots running wildly around the floor looking for someone to high five or jump on. Most of the times there is no one there. You know why? It's because the players don't need you then!! They are mobbing each other and many times the cheerleaders and fans too.

Your player needs you the most, when they miss the game winning free throw and other people are afraid to be around them. They need you when they dribble the ball off their foot when they are driving for the winning basket. They need you when they get back-door cut on defense for the winning basket even though you told them during the timeout it was coming.

When they don't play well...this is similar to the first one but not the same. This can be after a win or a loss. But your players need you when they don't have a career night. Sure it's fun and necessary to high five those kids and congratulate them on their success, but every coach does that. If you want to be different than most, seek out that player that didn't play well and make sure they go home that night just as important to your team as the Player of Game. It's a pet peeve of mine to especially to see a player who played poorly sulking after a team win and hope it is one of yours too. It's always tempting to call that person out in front of team but only in certain situations would I recommend it. Be there for that player before they put themselves in that situation in front of their teammates... "shout praise/whisper criticism method"

When they don't play at all... Here I am speaking to that player who has played in all your pre-season scrimmages. They had a role in some early non-conference games. But invariably, there comes a game, that for whatever the circumstance, their number isn't called. This player needs you after the game. There certainly probably wasn't a plan to NOT play them. It just happened. There surely wasn't time to explain it as it was happening. But your player needs to hear from you before they leave the locker room that night. Maybe even before they go into the locker room. Even your "best team player" will need you. Apart from their own questions, they know they are going to be explaining it to family, friends, and others. Give them a few minutes of your time and help them through this situation.

When they are in a shooting slump... the very best shooters in the world have these. Your shooter needs you when they are in one. My experience that just the slightest mention of something technical whether it is true or not helps snap them out of it. A reminder of their overall shooting % sometimes put a short slump in perspective too. One thing, I have rarely seen work is ignoring it. Sure we want our shooters to have A.D.D. when it comes to misses in a game, when that slump continues, they need you. You know your player better than anyone and you can sense the proper time to approach them. Your ability to take players "out of the moment" will separate you from coaches who don't have relationships with their players.

When they foul out...this is a situational one. We all have that player that fouls out routinely. Those kids probably can be handled with a tap on the head or a high five. But when that player that "never fouls out" does, she needs you. Most likely she has seldom not been on the floor late in games. She doesn't even know where to sit much less how to act. Grab them and sit them with you. Don't let them sit on the end with their head draped in a towel covering their frustration (or tears if it's a tourney game). The players who are used to being on the bench at that time of a game don't want them there anyway. It changes the way they act too. So, keep them with you. You still need them. If the game is still in question, they can still be a positive. If you are there when they need you most, they will at least not be a distraction.

When they are thrust into a leadership role... This isn't necessarily something that happens during a game although it could be at times. It could be the day a senior leader graduates. It could be the day after a star player/leader quits because you took the "fun" out of the game. Whenever the time comes, your player needs you to be there. It's not easy to be a leader on a team. It causes you to lose people you thought were your friends due to jealousy. It invests you deeper than ever. It is NOT easy. Your player needs your help. They need resources to help them navigate in the locker room. They need your support when they are forced to be a leader on the back of the bus. They need your time to talk because they don't have as many people to talk to as they did before they became a leader. Check out Jeff Janssen's book THE TEAM CAPTAIN'S LEADERSHIP MANUAL if you want to put a resource in their hand. Good for every coach to have in the arsenal as well.

When they call/text to ask you to shoot with them... this was one I failed at many times in my years. I can't tell you how many times I made up excuses to not open the gym. It was inconvenient and almost never failed the call came when I was in the middle of an urgent project. It wasn't long before players stopped asking me...mission accomplished!! Wrong...mission failure. What I learned was that 99.9% of players who ask you to shoot with them are actually saying "hey coach, I just want to talk to you about something and I am using getting some shots up as a way to break the ice." They can shoot with anyone. In fact, what they are really saying is they want you to REBOUND/PASS for them. Some do it to prove to you that they are working extra. Fine. DO IT!! Get off your butt and work later on your project. I never miss a chance to "shoot" with players now. This request could also be disguised as "watch film", "work on Free throws", "improve ballhandling".

When they lose a loved one ...if this list were in order, this one would/should be #1. No basketball related situation trumps being there for a player when they lose someone they love. Outside of their loved one they just lost, there is a solid chance that you spend more time with them than anyone. And if they just lost that person, they need YOU!!

When they have a relationship go bad... This one can be touchy. Depending on the relationship you might be the LAST person they want to talk to. You don't need details. You don't need to offer a bunch of unsolicited advice. But, you do need them to let you know you are there for them IF they need you. Simply recognizing the situation is enough with this situation in most instances.

When they screw up... This is a broad encompassing one. It covers miss class, fail a test, late for bus, bomb a project, forget their shoes, pack the wrong uniform, break a team rule, get in trouble with law for being in wrong place at wrong time...etc. Again, your role is not necessarily to fix their problem. We tell our players all the time there is NOTHING we can do if you break the law or school policy. It doesn't mean that we can't be there for them though.

When they are injured... if a player plays this game long enough they will miss some time from practice or some games. It could be a sprained ankle that they need a couple of days to recover or an ACL that sidelines them for a year. They need you. They need to hear that you have a plan for them to recover and still contribute to the team while they are out. They need a role. They need to hear success stories about injured players returning better than ever. They also need to hear the reality of what happens to some players upon return that don't properly rehab. Be there if they have surgery. Be there when they do some rehab. Be there when they can't practice or play.

When they rehab... this is a goes with above. But needs to be said. Injured players want a plan to win their rehab just like a healthy player wants a plan to win the game. You need to get them with a trusted physician and a trusted athletic trainer to develop that plan. Not only will this help their rehab, it will strengthen your connection to that player when they return to the court. Go with them to a scheduled re-hab appointment. That small effort will have a ripple effect on your relationship with that player that will spread throughout your entire team/program.

When they graduate... So many coaches lose contact with players after they are "done with them". Rationalizers will say they "have a new group of players to be there for". Wrong. You just have more. You must continue to be there for your players after they are "gone". They might not reach out to you as often, so you actually have to do more work. You have to initiate the contact. You have to reach out. They will need you for recommendation letters. They will want to use you as a reference. I always write in our players graduation cards that they had better keep me posted so I CAN write those for them. Yes, you will spend more money on baby showers, wedding gifts, and such. But for all they sacrificed for you, it's a small price.

When they have a rumor going around about them... This one WILL happen, so be ready. It could be from in-side the team or just a general rumor going around. It might also involve a facebook stalker!! Don't laugh, with social media like it is these days you better be prepared for the "someone posted a pic of me on facebook" dilemma. Ideally this list sparked memories of times you have been there for your players. But if all you do is pat your-self on the back for those times, you are only getting half the benefit. You should also try to think about the opportunities you have missed out on. This is where true growth will occur. I caught myself feeling sorry for some of the players I had coached in the past. If you do to, reach out to them now. Explain that you weren't a very good coach back then. They may not respond but they will appreciate it.

We can't be there every time. Circumstances just don't allow it. But the goal is to minimize the times we can't be and maximize the times we can be. You and your program will experience a compounding effect for every time you can be.

Hopefully you'll never have to be there for a player who misses critical shots. If you are, make her a video of all the plays she made in the game that helped put your team in a position to be there. Make a video of the critical plays she made in the Sweet 16 game to get you to that game. Have her teammates list ways her play got them to that point. Talk to her. Don't let her go through it alone. Let her absorb the situation. NOTHING will seem like it helps at that very moment.

NOTHING. You will feel helpless. But in time, it will help her. In time, she will see the team going 1-17 from the three point line when they normally shot 35% from the arc or missing 5 free throws in last two minutes was a bigger reason for the loss.

Copyright © 2016 . All Rights Reserved. [Contact Me www.coachingtoolbox.net](http://www.coachingtoolbox.net)

“The greatest mistake you can make in life is to be continually fearing you will make one.”
– **Elbert Hubbard**

“Action is a great restorer and builder of confidence. Inaction is not only the result, but the cause, of fear. Perhaps the action you take will be successful; perhaps different action or adjustments will have to follow. But any action is better than no action at all.”– **Norman Vincent Peale**

“The love of family and the admiration of friends is much more important than wealth and privilege (*and wins and losses...Ed.note*)”– **Charles Kuralt**

“Leadership is solving problems. The day soldiers stop bringing you their problems is the day you have stopped leading them. They have either lost confidence that you can help or concluded you do not care. Either case is a failure of leadership.”– **Colin Powell**

“A leader's job is not to do the work for others, it's to help others figure out how to do it themselves, to get things done, and to succeed beyond what they thought possible.”
– **Simon Sinek**

Better **BB**[®]
Basketball



THE GUN
By **Shoot-A-Way**
PROVEN BY THE NATION'S BEST

T TEAM
S PORTS



Johnny Mac's
SPORTING GOODS
YOUR "HOME TEAM" STORE

