



**FROM THE EXECUTIVE DIRECTOR, Tom Hursey:**

**STATE TOURNAMENT SEEDING:** Following a 14-1 vote by the basketball committee to send our seeding proposal to the Representative Council, the Seeding Committee has been working hard to prepare to present to that group on Sunday, May 7. BCAM is endorsing Flex Seeding by KPI developed by Kevin Pauga (Assistant AD, Michigan State) and believes it helps answer many of the questions as to how we can best seed the tournament while respecting geography and the integrity of the state tournament. BCAM is optimistic that the basketball tournaments will be seeded in the future. BCAM also believes that after nearly two years of work, we have found a solution that is as fair as possible for all levels in all parts of the state. Flex Seeding by KPI removes the human element and uses computers to not only rank the teams, but also optimize geography for the fewest miles traveled. The model has evolved in order to address many of the concerns and unintended consequences along the way. Seeding Committee Chairman, Keith Guy (Muskegon), will present our proposal along with Kevin Pauga on May 7. See below for a Lansing State Journal article on seeding.

**DIVISIONS** - Another BCAM supported item that will be presented to the Representative Council is "equal divisions" for basketball. Jay Green (Kingston) will be proposing equal divisions instead of classes, which have become very unequal in recent years due to the increase in smaller schools joining the MHSAA.

**SPONSORS** - BCAM is fortunate to have great support from our sponsors. Make sure you touch base with them when deciding on new purchases. Links to our sponsors can be found at [www.bcam.org](http://www.bcam.org). **SUPPORT THOSE WHO SUPPORT YOU.**

**YEAR IN REVIEW** - Our annual magazine that lists all of our award winners from this past year will be in the mail later this month. It is a great summary of all the awards that BCAM offers. **Meijer** continues to underwrite our awards.



**SPEAKING OF AWARDS....** Player/Team plaques and certificates have been

mailed this week to coaches (in care of the high school's mailing address). Please watch for them to arrive so they do not get misplaced by school personnel.

**2017-2018 BCAM MEMBERSHIP REGISTRATION** will begin after you receive your Year In Review magazine. The cost is the same whether you join this summer, or next January so why not join early? 1. Get your money's worth and 2. Don't miss out on any BCAM news or special offers over the summer.

**BCAM'S POSTING BOARDS** – Be sure to check out the posting boards on the BCAM website. **JOBS, COMPETITIVE EVENTS** and **CAMPS/CLINICS**. You will find many open coaching jobs there now plus team and individual basketball camps, tournaments, shootouts and games wanted for next season. **CHECK IT OUT** and post your event/job also!

**OFFICIALS** - As you read the BOCCC article later in this Report, hopefully you recognize the need for more young officials. Where will they come from? They will come from players currently on your team. Take a minute to encourage your players to pick up a whistle. Many officials get their start by officiating intramurals in college. Others see their friends involved and decide to join them. Whatever the method, please be proactive in pushing former players into officiating. We need them desperately.

**PERSONAL NOTE** - I am always amazed at this time of the year (end of the school year) when I think back to all the events, communications, new programs and accomplishments that have taken place during the last year. BCAM continues to be at the forefront of coaches' associations both in Michigan and across the nation. We continue to add new members each year. BCAM supports member driven initiatives (seeding, divisions). Our website and communication with members is punctual. Our clinic, banquet and hospitality room are conducted efficiently. The awards program recognizes all the great coaches and players that make the state of Michigan a basketball hotbed. The list goes on. How come BCAM works so well? It is because of all the work done by members and the BCAM office (Amy & MaryBeth). Thanks to all of you who volunteer in one way or another. Some of you have major roles while others do the small things that make BCAM great!!

**SEEDING ARTICLE:**

<http://www.sportgrits.com/couch-mhsaa-basketball-tourney-seeding-debate-reaches-critical-vote-2/>



**HERE ARE THIS YEAR'S RETRO MR. BASKETBALL WINNERS:**

**1977 - EARVIN 'MAGIC' JOHNSON, LANSING EVERETT**

**1967 - SPENCER HAYWOOD, DETROIT PERSHING**

**1957 - ED BURTON, MUSKEGON HEIGHTS**

**1947 - SAMMY GEE, DETROIT MILLER**

**1937 - BOB OSTERMAN, DETROIT ST. THERESA**

**1927 - BILL McCALL, MUSKEGON**

*For all the finalists for the years ending in 7 and previous Retro Mr. BB's: **CLICK HERE:***

<http://www.bcam.org/content/2017-retro-mr-basketball-winners-announced>

## **THE STATE OF HIGH SCHOOL OFFICIATING**

*by Keith Richardson: Assigner of Officials for the Saginaw Valley League, Flint Metro League & the Genesee Area Conference. Member of BOCCC.*

I just finished my 19<sup>th</sup> year of officiating basketball and my 6<sup>th</sup> year of assigning. As I reflect on my career I am so grateful to be part of what I call the High School Experience. I am also concerned what the future holds for basketball officials in the next 5 to 10 years.

The average age of basketball officials is 52 and the average age of the most experienced officials on my staff is over 60. As these officials start to retire there will not be enough experienced officials to take their place. There is a shortage of newer officials getting into officiating, which is a huge concern for myself and other assigners.

When I first started officiating there was an abundance of officials and getting to the varsity level took some time. I did not get my first varsity game until my 3<sup>rd</sup> year and did not get a full varsity schedule until my 6<sup>th</sup> year. Today, because there is such a shortage of officials, some are officiating varsity games after only working a few games and others are getting a full varsity schedule after their 1<sup>st</sup> or 2<sup>nd</sup> year of officiating. I am

troubled for our area if this trend continues, in that we may not have enough officials to cover all the games being played.

How do we recruit and retain officials to stop this trend for the future? I believe the answer to both lies with the coaches and current officials.

**Coaches:** Coaching today in High School sports is extremely tough. There is so much emphasis on winning—more than ever before. The coach is under so much pressure to win and win now. That is why I believe there is so much turnover in the coaching ranks. Years ago, the coach was involved with the school either as a teacher or in a position within the school, and they were also well known in the school district. Today most coaches are not affiliated with the school, have other jobs, and coach for various reasons. There used to be a familiarity between coaches and officials, relationships were being built, and there was a mutual respect. However, the relationship between coach and official today is not the same and in some aspects, has become confrontational and mistrust has taken place.

**Officials:** Officiating today is under a microscope. Every call or decision the official makes is scrutinized, being filmed and sometimes put up on social media for all the world to see. This avocation takes a long time and a ton of games to officiate to become good at and most are not willing to put in the time and effort to improve. They know there is a shortage of officials and can get to the varsity level a lot quicker. When they do get to the Varsity level they are not ready for what it takes to call the game at that level. If they do put in the time and effort to improve they move on to the college ranks and can make a living working college ball.



I believe if the coaches and officials will keep this one thing in mind: “It’s about the players and the High School Experience,” we can build on those relationships and in turn we can recruit and retain officials so they too can have the High School Experience.

## **CHARACTER COUNTS - Eight Laws of Leadership**

Take a look around. Business, education, politics. If there is one thing we don't have enough of, it's good leaders...men and women who have the vision and the ability to change things for the better.

Former Air Force General William Cohen wrote a fine book called The Stuff of Heroes in which he identified eight laws of leadership. Here are his rules:

- Maintain absolute integrity.**
- Know your stuff.**
- Declare your expectations.**
- Show uncommon commitment.**
- Expect positive results.**
- Take care of your people.**
- Put duty before self.**
- Get out in front.**

His laws embrace important competencies like knowledge, communication skills, commitment, optimism, caring, and a powerful sense of duty. But General Cohen also recognized that the foundation of a successful leader is character, including trustworthiness, honor, and courage.

The best leaders draw on these moral qualities to influence others through inspiration, persuasion, trust, and loyalty. They do the right thing despite the costs and risks and do it not because it will yield approval or advantage, but because it's the right thing.

In these cynical times, it's easy to think such leadership is unattainable; yet in every walk of life there are hundreds of men and women, parents, teachers, coaches, civic activists who fit this mold. What's more important, every one of us could be among them.

*This is Michael Josephson reminding you that character counts.*



## **Good interview with Frank Martin (S.C. men's coach) and Geno Auriemma (UConn women's coach) on kids and winning.**

**"Well, that's changed," he said. "Now, when kids go to these tournaments, they're not going to win games. They're going there so that the coach can see them exhibit their skills. So, this idea of winning for the weekend doesn't exist anymore. It's not their fault. That's just the way it is. I try, when we go recruiting, to identify those kids who still have a tremendous interest in being great teammates. I'm not always successful. Believe me, I've had my share of guys who were really hard to coach for that reason. And you can trace it back generally to the parents. Without question, you can trace it back to the parents."**

**Ah, the parents thing.**

**South Carolina men's basketball head coach Frank Martin, who has an amazing story, chimed in.**

**"You know what makes me sick to my stomach? When I hear grown people say that kids have changed. Kids haven't changed. Kids don't know anything about anything. We've changed as adults. We demand less of kids. We expect less of kids. We make their lives easier instead of preparing them for what life is truly about. We're the ones that have changed. To blame kids is a cop out."**

## **Communication is Key: Getting Travel Teams and School Teams on the Same Page**

With young athletes playing youth sports, how can you prevent kids' schedules from becoming over-scheduled?

Rich Czeslawski, Communications Director for the National High School Basketball Coaches Association, says the answer is simple: Communicate as honestly and as often as possible. In this podcast, Rich advises parents, coaches and athletes on how to improve team messaging and how to prevent over-scheduling. If you're a parent or athlete trying to balance multiple sports, you'll find some great insights here.

Link: <https://www.teamsnap.com/community/podcast/communication-is-key>

### **THE FOLLOWING CONTAINS SOME VERY GOOD THOUGHTS ABOUT COACHING. USE NEXT YEAR!**

I recently read a letter written by former General George C. Marshall who influenced both World War I and II. He is an unsung hero, but leaders such as Franklin Roosevelt, Winston Churchill and even Joseph Stalin praised his leadership and even credited the Allied victory in the Second World War to Marshall.

Almost a hundred years ago, George Marshall was with General John Mallory and described to him the four traits a leader must exhibit when leading in troubled times and especially when leading tired, weary people. Here is the letter:

November 5, 1920

General John S. Mallory  
15 University Place  
Lexington, Virginia

My Dear General Mallory,

*Last summer during one of our delightful rides I commented on the advice I would give a young officer going to war, based on my observation of what had constituted the success of the outstanding figures in the American Expeditionary Forces, and you asked me to write out what I had said. A discussion with Fox Conner this morning reminded me of my promise to do this, so here it is.*

*To be a highly successful leader in war four things are essential, assuming that you possess good common sense, have studied your profession and are physically strong.*

*When conditions are difficult, the command is depressed and everyone seems critical and pessimistic, you must be especially cheerful and optimistic.*

*When evening comes and all are exhausted, hungry and possibly dispirited, particularly in unfavorable weather at the end of a march or in battle, you must put aside any thought of personal fatigue and display marked energy in looking after the comfort of your organization, inspecting your lines and preparing for tomorrow.*

*Make a point of extreme loyalty, in thought and deed, to your chiefs personally; and in your efforts to carry out their plans or policies, the less you approve the more energy you must direct to their accomplishment.*

*The more alarming and disquieting the reports received or the conditions viewed in battle, the more determined must be your attitude. Never ask for the relief of your unit and never hesitate to attack.*

*I'm certain in the belief that the average man who scrupulously follows this course of action is bound to win great success. Few seemed equal to it in this war, but I believe this was due to their failure to realize the importance of so governing their course.*

Faithfully yours,

George C. Marshall  
Major, General Staff  
Aide-de-Camp

**Allow me to summarize the timeless truths Marshall taught here:**

1. The more distressed your team appears to be, the more cheerful and optimistic you must be. It needs to be genuine—but you must make up for others' lack of hope.
2. The less energy your team possesses, the more energy and attention you should direct toward them. Forgetting self, you must make up for what they lack in spirit.
3. The higher you rise in leadership, the more empowering you must be to leaders under you. The more indirect your charge, the more trust and loyalty you need to show.
4. The more bleak the situation, the more determination you ought display to your team. They must not question your commitment to the mission.

I don't know about you—but these are four "common sense" directives I can use going into a new year. I trust they're great reminders for you as well.

**Johnny Mac's**  
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## QUOTES

“Associate yourself with people of good quality, for it is better to be alone than in bad company.”— **Booker T. Washington**

“The greatest legacy one can pass on to one's children and grandchildren is not money or other material things accumulated in one's life, but rather a legacy of character and faith.”— **Billy Graham**

“Some quit due to slow progress. Never grasping the fact that slow progress is progress.”— **Unknown**