



NOVEMBER, 2010 BCAM MONTHLY REPORT

From the Executive Director

Tom Hursey

SOME THOUGHTS FROM YOUR EXECUTIVE DIRECTOR

Hopefully you are ready for the season to begin. Hopefully your expectations are high, your athletes are healthy and you are looking forward to the chance to work with some of the best young men and women at your school. Good luck to each of you.

MEMBERSHIP

Many of you are members under the "School Special" which allows 15 coaches (and administrators) to become members. Please fill all your 15 slots. It can be done easily by going on the website www.bcam.org and clicking on JOIN BCAM (top left-hand corner). Check School Special and then click on NEXT. Go to the site for EXISTING School Special and follow directions.



WILL JULY BASKETBALL EVALUATION PERIOD BE ELIMINATED?

There is a proposal being presented to the NCAA by the Division I Collegiate Commissioners Association to eliminate the July evaluation period. This is a BIG deal for college coaches and also for high school coaches. Read the following articles to find out more about this proposal.

<http://sports.espn.go.com/ncb/news/story?id=5709426>

<http://sports.espn.go.com/ncb/news/story?id=5709358>

http://espn.go.com/blog/collegebasketballnation/post/_/id/16912/telep-ax-july-recruiting-bad-news

<http://www.annarbor.com/sports/um-basketball/what-would-it-mean-if-the-ncaa-eliminates-summer-college-basketball-recruiting/>

THE "PROPOSAL TO ADD GAMES TO BASKETBALL SEASON" PASSES FIRST TEST.

A proposal to add 2 or 3 basketball games to the season was sent to me earlier this fall. Sean Schroeder, Boys Varsity Coach at Stevensville-Lakeshore HS proposed the following:

Boy's and Girl's Varsity Basketball Teams should have the option of scheduling a holiday tournament which would increase the maximum number of contests to 22 or 23 games depending on the size of the tournament. If a team plays in a four-team tournament the maximum number of games would increase to 22. If a team plays in an eight-team tournament the maximum number of games would increase to 23. These additional games would only count for high school varsity teams. Junior varsity and freshman teams would not be eligible for additional games. The MHSAA would determine the two-week holiday window in which these tournaments could take place.

A survey was sent out to BCAM members who were Varsity Coaches. As of this writing, 82% of those responding were **in favor** of the proposal. This indicates there is enough support to move forward with the proposal. This means that a committee needs to be formed that will spearhead the effort to get this proposal to the MHSAA Representative Council. If you are interested in being on this committee, you will need to contact Sean Schroeder at sschroeder@lakeshoreps.org. This will not be an easy task. We will need to convince principals and ADs that this is a good thing for high school basketball.



FROM THE PRESIDENT – *Mark Bray, Sterling Heights Henry Ford II HS*

Thank you to the BCAM Board and its members for the opportunity to serve in this outstanding professional organization. I am humbled to be writing to our membership and know that I have and will gain much more from BCAM and its members than I will ever give.

As our excitement builds toward the upcoming season we all review our overriding purpose and goals within our programs and tweak our systems for our current personnel and circumstances, I would like to

share with you what I believe to be some constants to keep in mind. Much of the following is the mentorship and advice of outstanding coaching mentors like Dan Young, Glenn Van Wieren, Guy Neal, Marc Comstock and my assistants Jay Leitz and Jeff Olson.

Only one team ends their season with the most points on the scoreboard.

Although everyone is working toward the goal of a State Championship, few will achieve it. However, that doesn't mean your heart can't be full with little victories. No one puts a banner up when a kid you cut as a freshmen works to start on the varsity as a senior. You bench a player as a junior for not doing his best in the classroom and his senior year he gets straight A's. Point out the championships that your players can win every day that maybe others don't recognize.



If we can count on you in the classroom we can count on you on the court. The players that will be the best teammates, improve the most during the course of the season, and ultimately make plays to win at the end of the year usually are the ones that are doing their best in other aspects of their life. The old saying for coaches "don't let talent seduce you" is so difficult to heed but it is an important warning. If you have to choose between counting on the player with the most talent and the player with the best work ethic and character, the latter will be the best decision for your program in the long run every time.

Everything you do you do better with confidence. Players should know the difference between cockiness and confidence. Student athletes should train themselves to compete knowing that their best will be very good if they work to achieve it. This is something that they should know for themselves and not need to share with others. If someone asks if they are a good student or player they should answer "Yes, I think so". Cockiness creeps in when they express it unsolicited or say they are better than someone else. Confidence makes you and others around you better. Cockiness is all about you.



Humility is the best remedy for a mistake. People know when you make mistakes, players included. A great way to build respect and trust with your players is to identify mistakes you have made or ways you can improve. And most importantly show them how you will correct and get better. If a team takes on the mentality of a coach, then have a team that can identify its weakness and make them strengths going forward.

Have a great year.



REACHING HIGHER SHOWCASE

BCAM & the MHSAA have united to bring the perfect venue for underclass basketball players to "showcase" their talents and maybe reach a higher level after high school. The BCAM-MHSAA Reaching Higher Showcase is an NCAA Approved Event that will take place on the following dates:

- *Girls RH Showcase - July 23, 2011 @ South Lyon High School*
- *Boys RH Showcase - July 31, 2011 @ South Lyon High School*

This event will provide each student-athlete an understanding of what it takes to succeed academically, athletically & socially at the collegiate level. We had college coaches from around the country attend the 2010 event to watch Michigan's top players compete against each other.



Timeline for Reaching Higher Showcase:

December 2010: The MHSAA & BCAM will send a link to a nomination form to each coach. After Dec 1, nomination forms may be found at www.bcam.org or at <http://www.mhsaa.com/Sports/BoysBasketball/ReachingHigher.aspx> Please nominate any under-class player from your team or area that you believe has college potential. A list of regional representatives may be found at the above-mentioned website – make sure that you contact them. Coaches may send game film, stats & associated relevant data to their regional representative.

February 5, 2011: Deadline for nomination forms to be submitted.

February 13, 2011: The Reaching Higher Showcase Committee will meet at the MHSAA Office & select 120 players & 40+ alternates for each event [boys and girls].

February 14, 2011: Selected players will be posted at www.bcam.org & <http://www.mhsaa.com/Sports/BoysBasketball/ReachingHigher.aspx>. Coaches should check the posted list and contact their players immediately. Players must submit on online registration by MARCH 1, thereby accepting the invitation to the event. Detailed instruction will be posted online at the above websites.

March 7, 2011: Deadline for players to accept an invitation by submitting the completed registration form.

If you have additional questions, please contact Coach Tim Conley [Girls RH Showcase Director] & Coach Rich Moffit [Boys RH Showcase Director] at reachinghighershowcase@gmail.com.

NOW IS A GOOD TIME TO PLAN YOUR WINTER COACHES VS CANCER FUNDRAISER

Coaches vs. Cancer is a nationwide collaboration between the American Cancer Society and the National Association of Basketball Coaches. The initiative was established to increase cancer awareness and promote healthy living through year-round efforts, fundraising activities and advocacy programs in support of the Society's mission to eliminate cancer.

Since its inception in 1993, high school and college coaches across the country have raised more than \$65 million to help the Society fund groundbreaking cancer research, provide up-to-date cancer information and education, advocate for public health policies that benefit the community and provide free local programs that improve quality of life for patients and their families.

Last year, BCAM members helped the American Cancer Society raise more than \$130,000 through Coaches vs. Cancer activities at high schools throughout Michigan, and this year we hope to do even more.

Participating in Coaches vs. Cancer is simple and fun, and teaches players and other students valuable charitable and character-building lessons as well. Many faculty, staff and students have been or will be touched by cancer at some point in their lives. Thanks to incredible strides in research, cancer prevention and treatment, we are closer than ever to conquering this disease.

To help support Coaches vs. Cancer at your school, the local American Cancer Society will provide a kit with information on how to get started, ideas for fundraising, sample materials to help with local promotion, and a post-event reporting form to submit along with all donations to your local American Cancer Society office.

Coaches may schedule a fundraising activity on any date throughout the season or during the Society's national Coaches vs. Cancer "Suits & Sneakers" awareness campaign, which will be held the week of January 24-30, 2011.

To request a Coaches vs. Cancer kit for your school, visit www.coachesvscancer.org or contact your local American Cancer Society office by calling 1-800-227-2345.



GOOD NEWS FROM REGION 5

The Mattawan Boys' Basketball Team had two senior captains during the 2009-2010 season who truly exemplified the title of "student-athlete," or perhaps "scholar-athlete" would be a better term. Zach Trillet, a 6' 7" forward, was first in his graduating class of 250 students; Zach had a 4.444 GPA on a 4.0 scale, reflecting the success that he had in numerous honors and AP classes. Zach, the son of Doctor Steve and Susie Trillet, is a student at the University of Michigan. The other captain, 6' 4" guard John Srodulski, was fourth in the Class of 2010 with a GPA of 4.394; John also chose a challenging schedule with many honors and AP classes. John, whose parents are Doctor Zbig and Mary Srodulski, presently attends Cornell College in Iowa where he is continuing his basketball career.

NATIONAL COACH OF YEAR NOMINEE UPDATE: I reported last month that Irv Dieterle of Ishpeming Westwood was our boys' basketball nominee for National COY. Since Irv is now retired and not eligible for this nomination, BCAM has nominated Steve Majerle of Rockford HS. Steve is a new inductee into the BCAM Hall of Fame and will be a great representative for Michigan.



NCAA BEGINS NEW STRATEGY FOR BASKETBALL OFFICIALS

INDIANAPOLIS (AP)—The NCAA thinks it has a corporate solution for all those college basketball coaches upset with inconsistent calls.

On Tuesday, the national governing body said it had formed limited liability companies for officials in hopes of putting all the rules under one consistent banner.

"The way a game is called in the West should be no different than a game in the East," Metro Atlantic Athletic Conference commissioner Rich Ensor said in a statement released by the NCAA. He chaired the task force that came up with the plan to form the two limited liability corporations.

One perception is that the Big East and Big Ten permit more rugged play during the conference season than is typically allowed during the NCAA tournament, and that can hurt those teams when it comes to postseason play.

NCAA officials are hoping that by creating two organizations—one for refs who call men's games and another for those who call women's games—that they can better coordinate points of emphasis and consistency of calls.

It's not the first time the NCAA has tried something like this. In 2007, the NCAA adopted a similar strategy for college football referees, a move NCAA officials say has provided more consistency with player safety concerns and the implementation of instant replay.

The basketball goals are different, with an emphasis on consistent standards, standardized education and evaluation programs, and an expanded pool of officials.

"Conferences invest time and resources into officiating, but right now we operate in our own officiating world," said Gloria Nevarez, senior associate commissioner of the Pac-10 and the first chair of the women's officiating board of managers. "In this structure, we can roll out initiatives at a national level that can help improve officiating."

Big Sky Conference commissioner Doug Fullerton will chair the men's group. Nevarez and Fullerton will each serve two-year terms, though neither group will assign officials. Conferences will still make those decisions.

"It is something that has been long overdue," Fullerton said. "We know college basketball fans expect a different game than any other levels of basketball. The best time to start something new is right now."

4 Ways to Improve Your Mental Game

By Jeff Haefner, BreakthroughBasketball.com



Want to shoot better? Then you might be surprised at how much of your game is mental. For instance, if you imagine yourself missing shot after shot, how do you feel? Pretty lousy. And, chances are very high that you're going to

do exactly what you imagined: you're going to miss shot after shot. Then, your performance spirals downward because the more shots you miss, the worse you shoot. So, let's look at how to improve your mental game with these [basketball shooting tips](#) that will help you shoot better.

Stop Thinking

Practice is the time to think about the mechanics of your shooting, not during a game. When it comes to your games, don't think about your shot, and don't pick apart the mechanics of what you're doing. This will only trip you up. Just shoot.

Stop Being Afraid of Failing

Did you know that even the pros miss their shots more than half the time? Yep. More than half. Stop being terrified of missing your shots. Everyone misses. Fear causes anxiety. Anxiety causes you to tense up. And then you're going to miss even more shots. So, relax. Realize that if your shooting game isn't on, you can still contribute to the team in other ways like basketball defense. It all comes out in the wash.

Focus On Your Zone

You've probably been in The Zone before, right? You know, when your shots seemed effortless, and playing was just plain fun. When you're in The Zone you feel like you're flying. So, make an effort to get in The Zone for games. Focus on clearing your mind of clutter. Make a list of everything you need to do (school work, things at work, etc.) so you don't have to think about remembering it all during the game. This will keep your mind focused on playing, and nothing else.

Relax

When your mind is relaxed, your body is relaxed, and when your body is relaxed, your shots are looser and more accurate. So, make a real effort to relax before games. How? Well, you can try meditation. Don't laugh; even **Kobe Bryant** meditates before his games. To meditate, sit in a comfortable position in a quiet place. Close your eyes, relax your mind, and just focus on breathing in and out. That's it. Do this for up to 20 minutes. Normally 10 minutes will be fine, but if you're getting really relaxed then keep at it! Meditation can work wonders for your mindset before a game, so don't be afraid to try this technique.

How Great Basketball Players Become Great

By Alan Stein, CCS, CSCS

StrongerTeam.com



The most elite basketball players absolutely love to play basketball. They want to play 24-7. They always have a ball in their hand and they are always trying to get up shots. They would rather [play basketball](#) than do just about anything else. When they aren't playing basketball they are watching it on TV or playing it on Playstation 2. And most of them have been this way since they were little.

Do you have the same love for the game? Do you have the same passion? How important is basketball to you?

The most elite level players are super competitive and hate to lose. Whether they are playing a video game, 1-on-1, or a game of H-O-R-S-E; they always try to win. They never concede. Winning is the only option. Especially when they are playing their peers or when bragging rights are on the line.

Does winning matter that much to you? How hot does your competitive fire burn?

There are usually two types of elite level players; those who are very naturally gifted and rely more on their size and athletic ability and those who really know how to play the game, have a high basketball IQ and sound fundamentals. Which type of player are you? Do you work on your fundamentals and really learn the game despite being (or not being) born with certain physical gifts?

Along those lines, there are two other categories for elite level players; those who have a tremendous work ethic and those who are lazy. Unfortunately, many of the players who are the most naturally gifted

are also the laziest, because they haven't had to work hard to be successful. They have been able to rely solely on their size, strength, quickness and explosiveness. They aren't hard to spot. Heck, I can tell in the first five minutes of [warm-ups](#) which guys like to work and which guys don't.

Do you enjoy putting in the hard work necessary to be a great player? Or do you constantly look for short cuts and the easy way?

Another indicator I use to evaluate great players are the intangibles: attitude, enthusiasm, manners, punctuality, and appearance (how they present themselves). Basketball is a team game and I can always spot which are the players other people want to play with, or which players I would want to coach. These players are energy givers, not energy takers. Their attitude and enthusiasm raises the level of those around them. They are polite, friendly, and engaging. Are you an energy giver or an [energy taker](#)? Are you always on time? Do you say please and thank you? Those might sound like small things, but they aren't. Who wants play with--or coach--a jerk?

Obviously, the players who have the best chance to excel at the next level (whether college or the [NBA](#)) are those who combine natural talent, solid fundamentals, an unparalleled work ethic, and have a fantastic attitude. Those are the **Kobe Bryants** and **LeBron Jameses** of the world.

*Alan Stein is the owner of [Stronger Team](#) and the head strength and conditioning coach for the Montrose Christian boys basketball program. Stein has trained NBA stars like **Kevin Durant** and **Michael Beasley**.*

The Most Missed Shot in Basketball

By Mike Mahon, [BBallExperts.com](#)



Do you know what the most missed shot in basketball is?

Is it the 3-point shot? Nope.

The mid-range jump shot ? Nope.

The free throw? Wrong Again.

You might not believe it, but the most missed shot in basketball is not the 3-pointer, it's not the mid-range, it's not the free throw. In fact, it is the layup.

The layup essentially is the highest percentage shot a player can possibly take in basketball, yet it is missed again and again and again. But why is the layup missed so much?

Well the answer is simple. Because of the nature of just how easy a layup is to perform, players fail to take the time to master the execution of a fundamental layup. At the end of the day, they cost their teams valuable victories and lower their potential points-per-game statistics.

Here some simple tips that can help you master this fundamental skill:

Live Low and Watch Your Game Grow

When you begin to execute a layup, you must always play the game from low to high. Too many players play the game stiff legged and fail to tap into their full explosion capabilities because they refuse to play low.

By playing low you will have better body control and balance, and will be a strong finisher around the basket. The only time you should be high is when you are exploding the hoop and releasing your shot to score two points for your team.

Ball, You, Man

I learned this tip from Five Star Basketball many years ago, and it really helped me to become a fundamentally sound finisher around the basket. You must always keep your body between the defender and the ball. A good rule of thumb when finishing around the hoop is to hold the ball strong above your hip like Lamar Odom does so you can protect the ball, absorb the contact and finish strong.

Explode To the Hoop and Fully Extend Yourself To the Cup

Whether you finish off one or two legs on your layups, you must be explosive. I recommend that you master both takeoffs because it will provide you more scoring options when you need to make a quick decision around the basket. Practice driving your knee up like a rocket ship and explode to the hoop fully extending your hand to the basket. As you become a craftier finisher you will learn how to get your defender on your back and create separation by extending to the basket and getting the bucket and foul.

Have a Soft Touch on Your Finishes and High Off The Glass

One of the main reasons why players have trouble making layups is because they have no touch. No matter if you are going 100 miles per hour to the hoop or if you are under control off a fundamental jump stop, you must be able to execute an overhand or underhand layup with soft touch.

When you begin practicing your layups, aim for the top corner of the square. However, after you master that, attempt to shoot them higher and higher off the backboard. Pistol Pete Maravich used to say if you can float the ball up off the top of backboard, not even Wilt Chamberlain or Michael Jordan can grab it. If it is good enough for Pistol Pete, it is good enough to add to your game.

Be Able To Execute a Lay-up in One Dribble from the 3-Point Line

The great players not only have great touch, can play the game low to high and have great explosion to the basket, but they also can get their shot off quickly before the defense can react because they can get to the hoop in one dribble.

Getting to the hoop in one dribble is a progression skill and takes great timing and confidence, but it is easier than you might think. On the right-hand side work on taking explosive strides of left-right-left, and on the right side of the basket explosively stride right-left-right.

After this skill is mastered without a dribble, add a dribble and work on creating complete separation and finishing strong. If you can master this, you are on your way to becoming your teams all-star MVP!

Remember, you have a choice to get better, finish strong and become a fundamentally sound basketball player. You don't have to practice, but when game time comes and you can't make the easiest shot in basketball, then you don't have to play either! I think you all get my point: don't just work hard, work smart, and go out and dominate the court.