

## *What's Inside*

<i>Page</i>	
<b>1</b>	<b>MBCA Board</b>
<b>2</b>	<b>"I Want it All!"</b>
<b>4</b>	<b>Show-Me State Games</b>
<b>6</b>	<b>The Little Things: Booster clubs</b>
<b>8</b>	<b>Developing March Toughness</b>
<b>11</b>	<b>Q&amp;A With the Difference-Makers</b> <b>Mark Linneman-A.D. @ Marquette H.S.</b>
<b>13</b>	<b>A View From the Sticks</b>
<b>15</b>	<b>The Coach's Clipboard</b>
<b>17</b>	<b>From the Other End of the Court</b>
<b>19</b>	<b>Fall 2007 MBCA Board Minutes</b>
<b>22</b>	<b>All-District/All-State Selection Process</b>
<b>25</b>	<b>All-State Nomination Form</b>
<b>26</b>	<b>2007-2008 Membership Application</b>

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# **I Want It All!**

By Shane Matzen

Hard Court Herald Editor

Like most coaches, I'm really selfish when it comes to my job. I want to win every game, I want to win championships, I want loyal assistants, I want great players, I want great parents, I want a supportive administration and the list goes on and on and on.....

One point a lot of coaches concede though can be heard in this sentence that we've all heard before: "I don't want my players to like me, I want them to respect me." Most of my articles I'm guessing from the lack of feedback I get are pretty milquetoast. What I mean by that is I think most things I've written about seem to be things almost all of us already agreed with. I'm going to go out on a limb here and say something that probably a significant portion of the membership wouldn't agree with: I really do want my players to like me.

I would have to say that respect is a first and foremost issue that we absolutely NEED from our players to function. However, I really want the whole package....I want them to respect me and look at me as somebody that they like and can really trust. This doesn't mean letting my team run wild and do whatever it is they feel like. I think it means having an atmosphere where they feel a true sense of ownership in our basketball program as a direct result of their relationship with the one person who makes the final decisions in regards to their basketball lives.

One way I know that this goal of mine is starting to come true is the amount of contact I have with my former players over the last five or six years in comparison to my first decade or so of coaching. When you first start coaching, it's all about doing whatever it takes to win the next game. If it means knocking a kid back a few notches (I mean that in the most negative way) to get there, you do it. If it means berating your team with no thought of alternate methods to lift them up, you do it. The direct result of that for me has been that I've found the only players who I still have contact with from those early years are those "die-hard" guys. You know them....they're us. My high school coach nearly broke his finger jabbing me in the sternum once to make a point. I deserved it and had no problem with what he did. As a future coach, I knew he cared about me and was just trying to push me. The so-called "casual player," that is, the player who enjoys the game and being on a team but has no life-goals that he relates directly to your sport, would've taken that jab at his chest as the final straw. The chance for my coach and that guy to have a friendship after basketball would've ended right then and there.

It's been such a wonderful thing for me though over these past few years to have graduates that come back to games, send me e-mails checking on how I'm doing and most gratifying, tell me I made a difference for them. Just this past month, one of my players who was as selfless a guy as we've ever had in the program sent me a long e-mail. This in and of itself doesn't seem much like a big deal. The deal though was he was one of those really REALLY quiet guys as a high school student. He probably wrote more in that single e-mail than he ever spoke to me in a single setting. I reached him and I'm really proud of that.

Some of you out there reading this have had these wonderful player-coach relationships from the first day you ran a practice clear through until now you're coaching the sons of those

guys from your early days. It comes natural to you. For that, I can most assuredly say I am jealous. You joke easily with your players and they give it back to you. But, you and your players also know when the joking ends and the work begins. Some of us though have to work at these things. Little things like the aforementioned joking around, treating them like human beings instead of just players, letting players set goals as a team, asking for input during time-outs when appropriate, taking the team out on ventures that don't include basketball all are little tricks that will help the coach who doesn't have that natural ability to be more than a "basketball instructor."

I've still got enough sass in me to get after them when I need to and I guess the threat of that keeps us from crossing that "buddy-buddy" line. But I find I don't have the desire or need to get after them like I used to. I end up with a headache afterwards and it just doesn't seem like it's worth it. But like Toby Keith says (and this applies to that "coach just blew up" scenario) "I ain't as good as I once was, but I'm as good once as I ever was."

It's a little inside joke we have now with my guys that the two or three players each semester who are unfortunate enough to have to pass by my hallway station between EVERY period have to come up with something to say each time they go by. After awhile, it becomes funny instead of a chore. Where as my first few years, we both knew there was nothing new to say and we'd just ignore each other, now my players and I are turning an ordinary, everyday event and making something of it. I'll probably be working at this end of my job for a long time to come, but I'm enjoying the task and enjoying my job a lot more now than I once did. For those of you in my shoes, I hope you take the time to remember there are advantages to our positions that will last a lot longer than the time it takes for a trophy to collect dust.

EDITOR'S NOTES: I would like to welcome the new member of our staff, Matt Pearl from King City. Matt reminded me a lot of myself when we first corresponded, calling himself "a writer who does some coaching." He will bring his unique viewpoint from the small-school perspective. I think you will find him hitting his topics dead on.

I also have asked the founder of the noted coaching web-site [www.coachrb.com](http://www.coachrb.com) to contribute to our newsletter on a semi-regular basis. Randy Brown has an extensive background as a coach and is now in the business of helping all of us do our job better. His initial contribution is in this newsletter and I think we're very fortunate to have him.

And, it's been my lucky month as Annette Lowrey has answered my call that's been out for over a year to serve as our girls basketball correspondent. Annette coaches the ladies at North Daviess High School.

I have a great activities director to work for at Marquette in Mark Linneman. When my previous interview subject wasn't able to make contact with me, I asked Mark if he would be willing to be a last-minute stand-in. He readily agreed. As a former basketball coach and now administrator, I think he gives some great insight into the relationship between the two jobs.

Lastly, thanks once again to Jay Blossom, David Fox and Gary Filbert (as well as many, many unnamed persons) for their many hours, days and weeks in putting together another MBCA clinic. It, amazingly enough, was better than last year. No pressure, men....but the bar's been set high. I know we'll all expect more of the same next fall. Great work!



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## **The Little Things**

“Making The Most of Your Booster Club”

By Jason Wolfard

Hard Court Herald Associate Editor

In today’s world of high school athletics, having enough funds to help your program grow and get what they need seem to keep shrinking and shrinking. I know that when something new in the basketball world comes out that interests me, I want to get my hands on it and use it. But when you run into the problem of how to get these latest and greatest tools without having the funds, where do you turn to?

When I became head coach at Lindbergh, one of the major goals I had on my list was to get a booster club put together that would be able to get our program tools that would help us improve. While some will say that booster clubs are a dangerous thing as they sometimes get parents too involved, I have not had that experience. I’m not saying that I am not fortunate to have had great parents that I could rely on to get my booster club to the level that it is, but I also looked at who I wanted involved and carefully picked them to be my chairs (i.e. – President and treasurer). My boosters at the same time know that this is a support group, and not a forum for them to convey their frustrations or complaints about little Johnny’s playing time. Because that is so clear, I think it has eliminated quite a bit of frustration for me.

My philosophy of what my booster club does for my program is pretty simple...I tell them what I want that year and they find the funds to get it. We all have also agreed to the philosophy that whatever funds are raised that year are spent on those kids that year. We start our “fiscal” year with our golf tournament in the spring. To give you an idea, in three years our boosters have purchased a “Gun” shooting machine for us, our game video breakdown equipment, helped in the renovation of our team room which includes a media center, and helped us get our own tournament started.

My goal of this article is to give those coaches out there that may not have a booster club established, or want to get their booster club to do more, a list of ideas/suggestions to help them get moving in the right direction. So here are my “Little Things” that help create a successful booster organization:

- Selection of parents to run the booster club – My first year I had two sophomores that were going to play on varsity for three years. I targeted their parents to be my president and treasurer because I knew we could get things going and keep them going without the “changing of the guard” happening. Last year I lost these two parents and started to target some younger parents to take over. I believe that these parents have the most vested in the program because their son is going to be involved with the team for multiple years. I also want parents who are “go-getters” and aren’t afraid to try new things.
- Goal setting for the year – I have a meeting at the start of my school year with my president and treasurer. At that time I communicate the goals I would like to see accomplished for the upcoming season. This includes a detailed expense record of what we would like to purchase and a list of possible income sources we can tap to make these goals come true. From there, all three of us simply brainstorm ways to make our goals come true for that season. We will also talk about how we can get more parents involved.

- Fund Raising – Below are just some things that our booster club does to raise money for the year (if you would like some details on some of this stuff, please contact me). Please note that all of these provide us with a good source of income to accomplish our goal.
  - 4 man golf scramble – we hold this event in the spring and it is our first large fund-raiser. For this event, we team up with the baseball booster club and split the profit in half.
  - Dessert Auction – this was a great idea we started two years ago. Every year we have a parent meeting during the second week of November. We go over team rules and strongly urge all parents to attend. My boosters thought this would be a great opportunity to start of our “in-season” fundraisers with a bang. Basically a note is sent out to our parents asking them to either make or purchase a dessert (cake, cookies, pie) to bring to the meeting. Before we start our rules overview for the season, we go through the desserts and auction them off. My assistant is the auctioneer and uses his wit to talk about the dessert in detail. Our parents then bid on the dessert. Usually it is a good thing because our players are there and they tell there parents they really want that pie!
  - Game Program – we have a nice program that displays information about our players, teams, cheerleaders, and poms. For this, we sell ads to be displayed in our book. Anyone from a business owner to parents can purchase ads and we have different levels. This is by far our biggest money maker.
  - Concession Stand – during our home games, we will run the concession stand and get to keep the profit made off that. It doesn’t make much, but it provides us with some additional income.
  - Tournament Title Sponsor – for this, we go out and seek a business to title sponsor our tournament (the tournament is named after them). For this and additional advertising, the title sponsor provides us with money that help us cover the costs of our tournament.
  - Free Throw Shoot-A-Thon – for this fund raiser, all of our players in our entire program give us ten names of relatives or friends. We send a donation sheet to each of them explaining that each player will be shooting free throws to raise money for our program. The player who shoots the highest percentage for each level gets to have his donors entered into a drawing for a dinner gift certificate.

Again, these are just some tips to hopefully help you get a booster club started or improve your current booster club. My booster club has made my job so much easier and has allowed me to have the funds necessary to improve our program. By choosing parents I feel I can not only trust, but can rely on to find ways to achieve our goals, it allows me to simply tell them what I want and let them do the work. I don’t have to worry about anything else. If any of the above items are confusing, please feel free to email me ([lindberghoops@sbcglobal.net](mailto:lindberghoops@sbcglobal.net)) and I can go over them in more detail with you. Finally, I want to wish all of you the best of luck this season!



# Developing March Toughness with Early Season Practices

By Randy Brown

[www.coachrb.com](http://www.coachrb.com) and <http://www.coachrb.com/blog>

The excitement of the season is upon every high school coach in Missouri and around the country. The opening of practice is a time for optimism and excitement for the players and coach. This article will share with you the concept of developing the right mind-set for your team even before the initial practice is finished.

Through the years I've heard many coaches say that their players were just "not tough enough." Initially, that is a true statement for most teams. The decision then is to accept these weaknesses within your team or construct a plan to slowly build these players into a championship unit. If I told you that even your mentally weakest player could develop toughness, would you be intrigued?

Building a mentally tough team is a minute by minute process. The coach that commits to building mental and physical toughness will yield positive results later in the season when toughness separates good teams from great ones. How can this happen in your gym this season?

Building toughness is based on the "better concept." This concept says that whatever an athlete demonstrates in a practice setting, he can potentially do better. It is very important that players know and "hear" from their coach that they CAN do better. A common mistake is to form preconceived attitudes and ideas toward players before the season even starts. With this thinking comes the practice of dividing players into categories. This is a dangerous practice because it limits the growth and development of the individual.

The coaching staff conversation goes something like this: "We know Tommy and Vince are the only two guards we have that can bring the ball up against pressure. If one of those guys gets hurt, we are in real trouble. Not to mention of inability to shoot the ball from the perimeter. I know our perimeter guys wore out that Shoot-A-Way this summer, but I'll believe it when I see it." This coaching conversation sets up a difficult situation for this team. Most likely the development of player's skills and the confidence to put them into difficult situations will not be present on this team. The edge goes to the coach who keeps an open mind, develops players, and instills confidence in each player according to their ability.

From the first stretching drill of the season a team can begin building the toughness it will need later in the season. I will use an example to show the power of stretching players beyond their comfort zones. In the summer of 1975 as a high school player I attended a camp at Wartburg College in Waverly, Iowa. Camps were not nearly as prevalent as they are today and this camp attracted many of the nation's best coaches. This week's main lecturer was Bob Knight of the University of Indiana. Coach Knight asked a young man to come out and execute a simple task to make a point to us all. The young man strutted out to Coach Knight with little urgency. He was gently told to run over to the corner and touch the end of a rope that was hanging down. The young man trotted over to the rope and touched it, returning with cockiness in his stride. (Coach Knight must have loved how this kid set up his example for him). Coach Knight, still in a calm voice told the young man that he did fine. Then he said,

“Now this time I’d like you to do the same thing, except this time I want you to RUN.....AS FAST AS YOU CAN.....! This scared kid jumped toward the rope with Knight inches behind him, screaming at him to go faster. In what seems like 3 second the young man returned to Knight totally scared and exhausted. “Now let me tell you what just happened,” Coach Knight mused. “The first attempt was at *his speed* and the last attempt was at *MY speed!* And this game must be played at my speed!” Point taken, Coach Knight. I stayed as far away from him as I could all day!

This story explains how players will work to a level most comfortable to them. This level of play, intensity and execution is a far cry from what you expect. Early in the season you can develop a climate of “my speed” that will foster hard play, toughness, and a resilience that will win a lot of games for you. Sounds great, doesn’t it? Next are some insights into how you can make this happen in your gym this year.

- 1.) **Accept the limitations and potential of each player.** A good rule to follow is to tell your team that you will not ask them to do anything they are not capable of doing! You know what, Coach, your players are capable of doing GREAT things if you give them the opportunity.
- 2.) **Physical toughness** is developed during early practices through drill design and an emphasis on playing physical. It is a waste of time to “talk” about playing physical but not demanding it. Again, remember that each player is different and you cannot expect to have a team of equal physical endurance and toughness.
- 3.) **Mental toughness** comes from early practices and continues throughout the season. Three ways to create toughness in players is by:
  - a. Drills that are demanding but not complicated. Repetition of simple skills (blocking out) are a great way to test toughness. Mental toughness in a player comes out when he can block out 10 times out of 10. He may be slight in build and weight, but he can be your most mentally tough player.
  - b. Put players in difficult situations in practice. Because you can’t control the game environment, you have to make your practices difficult. An example is a 3 vs. 3 rebounding drill where the defense must get three consecutive rebounds to rotate out of the drill. After 15 possessions the team will either have given in or rotated out. **This is a golden teaching moment.** Remind these three guys in the depths of exhaustion that they can give more and they can get out of the drill **ONLY** if they each give their best. This moment will provide an opportunity for each player and the collective team to gain an extra measure of mental toughness it did not have before. Practice is where toughness comes from.
  - c. Add components to drills that make them tougher than any game can create. When preparing for a ball control team while coaching at Iowa State, we had our defense guard for 45 seconds without breaking down. Once they did break down, (no vision, rotation, or communication) the possession started over. It took forever to get a “perfect” 45 second possession, but it proved that they could do it. In terms of their mental toughness it was a breakthrough because they approached a 15-25 second possession with a completely different perspective. This one drill made us a better defensive team and contributed to our team’s toughness.

- 4.) Evaluation of each player does not come from checking FG efficiency or rebounding totals. Each player must be evaluated on how CLOSE to his potential he comes every day. Your best player can have an off night, and get 9 rebounds while your most limited player could play to his maximum potential and have 7 rebounds. Who do you challenge and who do you congratulate the next day in practice?
- 5.) Treat each practice as an investment into the next win or the next loss. Coaches say that games are won on the practice floor, but do we really construct practice to reflect this statement? Constantly remind your team where they were yesterday and where they are today. If true improvement and added toughness have been accomplished make sure they know this. Each day adds another layer of confidence and toughness to them. The combined efforts of all players can either build up or tear down the team. Peer pressure and encouragement come into play when individuals need a pick up. Use video tape of an average or bad practice to show the measurable improvement you are talking about.

In conclusion, I want to encourage each of you to embrace your team and the individuals on your team. Your job is to teach them, push them out of comfort levels, and to provide an environment for pushing their potential. I hope that some of this information can aid you as you begin building another team. Best wishes to all of you for a great season.

*Randy Brown has passion for the game of basketball. He works as a basketball consultant and mentor for coaches. Visit him at [www.coachrb.com](http://www.coachrb.com) for free resources, Q & A, newsletter, and coaching programs. A speaker and writer, he has authored 125 articles on coaching and is nationally published. His 18 years in college basketball highlights a successful 23-year career including being mentored by Basketball Hall of Fame coach Lute Olson at Arizona. Resume includes positions at Arizona, Iowa State, Marquette, Drake, and Miami of Ohio, 5 Conference Championships and 5 NCAA appearances. His efforts have helped develop 12 NBA players including Steve Kerr, Sean Elliott, and Jaamal Tinsley. His one-of-a-kind program, "The Path to College Coaching" has helped launch 85 coaches into positions in college basketball. To contact Randy, email him at [rb@coachrb.com](mailto:rb@coachrb.com).*



**Q&A With the Difference-Makers**  
**Mark Linneman**  
**Activities Director**  
**Marquette High School, Chesterfield**

Mark Linneman has been the activities director at Marquette High School going on his sixth year now. Prior to that, he taught two years Kirkwood before moving to his alma mater, Parkway North, for the next eighteen. Mark coached softball, boys' tennis, and even boys' track at various times for the Vikings, but was involved with the basketball program for all eighteen years. He served in the boys' basketball program for five years (two at the freshman level, one with sophomores, two as varsity assistant) before taking the head girls coaching position for thirteen years.

**HARD COURT HERALD:** Most coaches who have been around the game long enough can go through a myriad of changes in the way they have to perform their jobs compared to years ago. From an administrative standpoint, what changes do you see in what is expected from coaches nowadays?

**MARK LINNEMAN:** The biggest change that I see is the expectation to work at the job almost year round. I believe some of that, however, is self-inflicted by coaches. Yes, you can have "open gyms" and individual instruction during the off-season, you can take your players to a summer team camp, you can have summer camps for your feeder system, etc., but you don't have to do all of those things nor do you have to do them all year or to the extent that some choose to do. As a coach, maybe I should have done more of those things, but I always tried to balance that time commitment with other things. For the coach, that's family or other job commitments. For the players, they may have to work or they may play other sports. The increase in the coach's year-round efforts sometimes translates to expecting players to focusing on that particular sport year round, and I'm not sure that's always the best thing. Specialization sometimes diminishes the players' opportunities to experience other school activities. And, trying to "keep up with the Jones'" becomes an all too prevalent way of thinking for many coaches.

**HCH:** To help coaches understand the responsibilities of activities directors, how has your position changed since that first year you took over at Parkway North?

**ML:** Really, when you try to put it all in perspective, it hasn't changed all that much. There are always new challenges and issues; however, some of the issues never change. Expectations to provide positive experiences and activities for kids are always there. One change seems to be the number of choices for kids. At our school, we have more sports and clubs than ever and kids have to make choices, because they can't possibly do everything and still focus on academics. But you will always be working with coaches, parents, and students to provide those opportunities and to make them the best that they can be. You try to have a vision to move your programs towards, but often you will spend a great deal of time "putting out fires."

**HCH:** How do you look at your job in terms of helping coaches do theirs? Does this change depending on the sport or the coach (his/her personality, experience, etc)?

ML: Absolutely, it changes depending on who the coach is and what sport he or she coaches. An experienced coach needs less guidance and supervision than a new or relatively inexperienced coach. A coach, regardless of experience, who needs help with communication skills requires different help than someone who lacks in organization and preparation. It helps when you have other coaches in your building who provide leadership or can model some of those things for others. While I can share my experiences as a coach for a lot of things, it often helps to have other coaches they can talk to or observe. The atmosphere that I hope to create is that we are all in this together and we can help one another and learn from each other.

HCH: What memories and/or experiences do you look back on from your coaching days that helped shape your thinking towards the profession of being in charge of a sports program?

ML: In eighteen years as a coach, you experience a lot of ups and downs and while it's not always easy or particularly enjoyable at any given moment, I wouldn't trade those experiences for anything. If you really do pay attention to what you are going through and reflect upon it, what you learn through those experiences is immeasurable. My favorite part of being an AD is to share what I've learned with others. I have also seen some things which I think are somewhat "untapped" areas that can be developed, such as student leadership in athletics and activities, and I enjoy trying to develop those things. I also have the somewhat unique benefit of growing up around a dad who was a long-time, well-known and well-respected high school athletic administrator, and I would be lying if I said that I wasn't hoping to follow in his footsteps. If anyone helped shape or influence me, it was him.

HCH: What would be on your "dream wish-list" of things you would do to help high school sports if you could be in charge in this state for an entire school year?

ML: I have NO desire to be in that position. Kerwin Urhahn and the staff at MSHSAA are doing an outstanding job and I applaud their efforts. My choice is to work at the building level, which is enough of a challenge. I apologize if that seems like side-stepping the question, but I think the overall direction of things at the state level is very good. The one topic that I hear over and over involves recruiting of students to other schools, and my "dream" is that there would be a foolproof way to stop that type of thing. But that issue is far more complicated than anyone may realize, and we have to work together as a group and continue to look for ways to improve in that respect.



## A View From the Sticks

By Matt Pearl

Hard Court Herald Small Schools Correspondent

Head Boys Basketball Coach-King City High School

*Missouri small school life is in my blood. My name is Matt Pearl, and I am beginning my first year as a head basketball coach in the King City R-I School District in rural northwest Missouri. I graduated from neighboring Union Star R-II, where I learned all about the life of a small-towner.*

*I've been a sports columnist for the Tri-County News in King City, a publication owned and operated by my family, for just over a year. In that time, I have tried to offer my thoughts to our readers about the value of high school sports — almost exclusively from the small school perspective. It's been my experience, after all, that the magic that happens every winter in high school gymnasiums exists in villages in just as great a quantity as it does in cities.*

*It's my hope to take each of you for a walk in the shoes of a rural Missourian from time to time. Two things I can guarantee you: we love the game, and we love our communities. Tip-off starts now.*

To coach in a small school district is to make sacrifices; to coach in a small town is to play by a different set of rules.

Missouri is, for a significant part, about as rural as the rest of the states this side of the Mississippi. With the exception of a handful of urban centers of gravity, the rest of us live in the types of small communities that city folk have only read about in storybooks. And, in spite of the way that our hands are so often tied by our under-populated environments, we love the small-town life most of the time. I said *most of the time*.

Enter now the phenomenon many of us have come to know as *The Great November Squeeze*. I refer to the uneasy gray period when football is reaching its final competitive weeks — and basketball practice has begun to reach its most critical pre-season stages. The dates are the same in football classes 1 through 6, but clearly we country folk feel the lion's share of the pressure *The Squeeze* causes. This November, well over 70 percent of my team — probably closer to 80 percent — will take off the pads at the close of one week, only to hit the hardwood for line drills the next Monday.

Many coaches offer a day or two off, only to find that most of our team leaders decline the prospect of spending an afternoon at home in favor of beginning the drilling and conditioning that early-season practices often feature.

Oct. 29 is the official start day for winter sports practices, as outlined by MSHSAA and observed by coaches statewide. My multi-sport athletes had their final regular-season football contest scheduled for the evening of Friday, Nov. 2., already putting them a practice week behind the students who take the basketball floor as their first activity of the school year.

Even worse, football teams with playoff dates continue their season even closer to the doorstep of winter hoops. In fact, the teams appearing in the State Football Finals will play through either Nov. 23 or 24, depending on the class in which they play. The first possible winter contest date is Nov. 19.

In women's sports, the bind doesn't seem to be quite as tight. Softball and volleyball, two of the more frequently supported fall sports for girls, end with State Championships on Oct. 20 and Nov. 3, respectively. While that Nov. 3 date for volleyball certainly will cut into practice time for a handful of competitors, there are still a number of days remaining for first-game basketball preparation.

Thankfully, the *Squeeze* should get a degree of relief with the upcoming shortened basketball schedule in 2008-09, which was designed to create enough breathing room to allow multi-sport athletes to have the luxury of practicing basketball or wrestling for several more days before being thrown into competition in the season's first contest. Until then, though, folks like us will have to hold our breath – always hoping the best for our football performers, but also breathing a sigh of relief when their season ends. After all, in so many of the small schools tucked away in the corners of this great state, basketball might easily be called *king*.

It's what I like to call *Hoosier Culture*, in honor of the 1980s movie classic starring Gene Hackman. The inspirational tale of undersized Hickory, Indiana, and its improbable rise to championship status serves as a reminder of something important to those of us who try our best to keep our teams competitive in small-town America.

It reminds us that a team of five who come together, play to their strengths both individually and as a group, and outwork their opposition can conceivably upset more talented opposition. Can football say that? Maybe, but size and speed seem to rule the gridiron year after year — but a typical MSHSAA Show-Me Showdown State Basketball Tournament regularly will feature all types of teams, each with different and valuable attributes.

So, enjoy *The Great November Squeeze* – you might as well, because there's nothing that can prevent the headaches it causes. Just remember this, coaches: once all of those players become yours for the winter season, you'll have their attention until March. Track, prom, warm weather, graduation and other teenage preoccupations will take things from there. Until then, good luck to all of you small-town skippers – hoops are officially here.



# The Coach's Clipboard

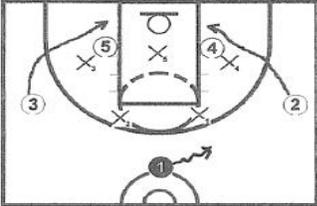


## Featured Play "Silver"

This edition's "Play of the Month" courtesy of Duane Silver. Duane's insights, advice, playbooks and basketball aids can be found and purchased at: [www.coachsilver.com](http://www.coachsilver.com)

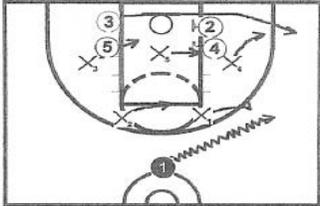
**Silver**

FRAME A



To run this set we line up 1-2-2 on offense. To start the play 2 and 3 will break hard to get into a double stack behind 4 and 5.

FRAME B



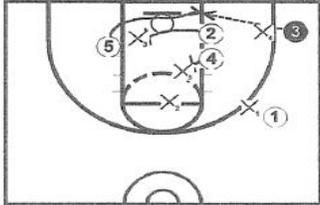
1 dribbles to the right wing area and looks for 3 coming off of a double screen set by 2 and 4.

FRAME C



Here we have 1 passing to 3 for a possible three point shot, but this is NOT what we are after. (We want to get the ball inside to our 5 man.)

FRAME D



When 3 catches the ball 4 should screen the middle defender in all zones and 2 should screen the weakside defender in all zones. Here we have 3 passing to 5 below the block for a layup.

GENERAL COMMENTS

This set takes great timing and it needs to be run to both sides of the floor so the defense cannot play the play. It can be used against a man to man defense. You can run this set five times a game.

Suggested Reading:  
**Let Me Tell You a Story**  
by **John Feinstein & Red Auerbach**

Every Tuesday for four years, Feinstein, the author of two of the bestselling sports books of all time, *A Good Walk Spoiled* and *A Season on the Brink*, played story collector, gathering tales for this, his 16th offering. During those four years, Feinstein lived for the Monday-night phone call that delivered five words to him every week: "Tuesday. Eleven o'clock. China Doll." Those words invited him to the most exclusive lunch club in sports, led by legendary Boston Celtics coach Auerbach and frequented by coaches, secret service agents, close friends and Auerbach relatives, as well as by anyone in D.C. lucky enough to receive an invitation. Between bites of Mu-Shu pork and chicken-fried rice, Auerbach and his crew chewed on subjects from politics to women's basketball to today's coaches, and Feinstein jotted it all down. The Feinstein-Auerbach collaboration brings together two of the most sought-after storytellers in sports and gives readers their own invitation into the China Doll club. In more than 50 years with the green and gold, Auerbach collected countless friends, admirers and stories. Now 86, he's forgotten nothing and has an opinion on everything. "I ever tell you how I got to know Joe Dimaggio?" begins chapter three. "I ever tell you how I got thrown out of the all-star game in 1967? About the time I met Clinton and Gore?" These great storytellers make this book so effortless to read that you can almost hear Red reciting each line and smell him lighting up that famous cigar. Tuesday. Eleven o'clock. Don't be late. And never, under any circumstances, offer to pick up the check.

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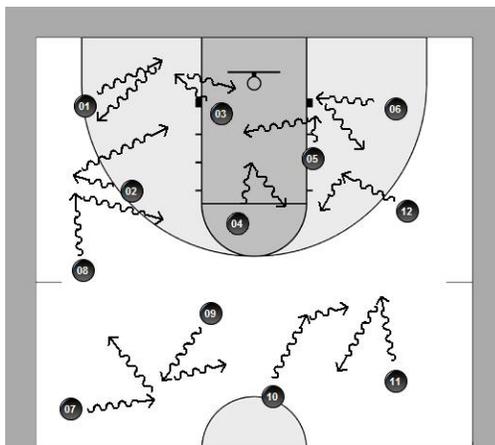
Featured Web-Site:

**Coach RB**  
([www.coachrb.com](http://www.coachrb.com))

This site is dedicated to coaching development. Coach Randy Brown shares information gathered from around the country and offers new coaches advice and courses on fulfilling their dreams of working at the college level.

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To contribute to the Coaches' Clipboard (plays, drills, books, quotes, web-sites, etc.) or to submit any other item for "The Hardcourt Herald (article, article idea, etc.), contact Shane Matzen at [hardcourtherald@hotmail.com](mailto:hardcourtherald@hotmail.com).



## **From the Other End of the Court**

By Annette Lowrey

Hard Court Herald Girls Basketball Correspondent

Head Girls Coach-North Daviess High School

Many coaches have their preference of either coaching boys or girl basketball. Having had the opportunity to coach both, at the junior high and varsity levels, I have some insight into the mystery of coaching girls.

Basically there are two psychological approaches to coaching the female basketball player. One is the “big brother” approach, where the coach knows everything that is going on with her players. The second is the “Sergeant Schultz” approach where the coach knows (or chooses) to know nothing about what is going on with her players. (You might remember the good colonel as the character in the old show “Hogan’s Heroes who always exclaimed: “I KNOW NOTHING!”)

In small schools, where you must have a team with girls of a wide variety of skill levels, it is not difficult to know a great deal about each player both academically and personally. Using the “big brother” approach, the coach will personally show individual players compassion, sympathy, empathy and understanding as the feelings come spewing out of each player. Team meetings are utilized to express these same emotions, then to redirect the attention of the individual player or team back to the task at hand. Naturally, this approach is not comfortable for many coaches, as it is time consuming, draining, and may feel like a loss of control of the players or situation.

To see “big brother” in action, I give you junior high girl basketball player I’ll call Fred. (I always call my examples Fred) Fred has arrived for the home game with 15 minutes before it begins. Fred’s teammate runs to inform me that “something is wrong with Fred, she won’t stop crying, and she’s in the bathroom!” I stop what I am doing, and walk calmly to the restroom to find this freshman a slobbering, tear stained mess.

She calms down enough to tell me that her family cannot afford the gas to get her to her weekly karate lessons. I reassure Fred that this is a matter that cannot be resolved at this moment in time, but I know you’re angry and hurt. Lending sympathy, because I know how disappointed she is because she excels in karate. Things tend to work themselves out if we wait long enough. When she is calmer, I remind her that her teammates are counting on her, and her importance to the team. We need her. She wipes the tears, splashes her face, and rejoins the team.

On the other hand, with the “Sergeant Schultz” approach, the coach is all about basketball, the scouting report, and practice. Players are expected to stay on task at all times, and to focus on only basketball for the duration of practice or a game. Team meetings are for goal setting, strategy and the next game. I believe that the sergeant’s approach to the same player may have gone like this. Coach opens the restroom door and shouts into the crying Fred, “Hey, we have to start with five players and you’re number five, move it!” “Whatever is wrong can wait another 24 minutes, then it can have your

undivided attention, but now its basketball!’ In this case, my Fred would have stopped crying, returned to the floor, and been bullied up the entire time, just thinking about missing karate, and hating her mother.

Obviously, the “Sergeant Schultz” approach is very appealing to coaches. Therein lies the conundrum- the girls who do not live and breathe basketball. The girls who are only playing so that the school can have a team so only go through the motions. Those players, who, by no choice of their own, are the key to a winning or losing season.

Teach your players. Have players set individual and team goals. Set high standards for all your players. Stick to your plans, but have a big dose of empathy handy at any given moment. Winning is great, but remember that your players will not always be basketball players, but they will always be human beings with feelings.



**MBCA Board Minutes**  
**October 18, 2007**  
**Columbia College**  
**9:00 am**

- The meeting was called to order by President Jay Blossom at 9:00.
- The minutes from the March meetings, Treasure's Report and Agenda were passed out to all board members present.
- A motion was made by Gail Jones and seconded by Denny Hunt to accept the minutes as reported. The motion passed
- Gary presented the Treasurer's Report. Gary explained our balance based on paying the Show Me State Games Officials. We currently have a balance of \$26,499.24 and that will be increasing as late registrations come in today. Gary suggested that we have an independent audit of our books as we have a much larger amount of money than we used to.
- Ryan Shaw made a motion to accept the Treasurer's Report and Jim Vaughn seconded the motion. The motion passed.
- David Fox presented the clinic report. We have approximately 750 pre-registered coaches. The Special Olympics people are running our registration this year and doing an outstanding job. They are incredibly organized. Jason Wolford is running the MBCA table and we need coaches to sign up to help hand out T-Shirts and booklets. A sign-up sheet was passed around. Sean Williamson has been nominated to be the clinic MC. MBCA Board Members will introduce the clinic speakers. Shane Matzen has the bios for the speakers. Gary commented on what a great job Coach Fox has done with the clinic.
- President Blossom recommended that we create a board position for both a boys and girls coach from a private school. It would show our support as the state congress looks again at the private / public debate. Kevin Walsh from Vianney has expressed interest in the boys' position. Mike Dunn from Notre Dame deSion was recommended as the girls' representative, but has not been contacted.
- Gail Jones made the motion to accept this new position. Randy Albrecht seconded the motion. The motion passed.
- MSHSAA items: The state legislature may be looking to again take over MSHSAA. Our organization has testified against this action at least twice in the past 5 years. It was discussed as well that MSHSAA may end all summer regulation. There may be a summer dead period as well.
- President Blossom brought up a discussion of possibly developing a shootout in honor of Coach Norm Stewart. We will have to act quickly as contracts will be coming up on most 2 year contracts. We will need to contact various parties involved in this undertaking.

- Denny Hunt moved allow the board to investigate this possibility. Ryan Shaw seconded. The motion passed.
- All-State Selection Committee Report: There is now an e-mail for the all-state committee: [mbca.allstate@yahoo.com](mailto:mbca.allstate@yahoo.com) We need to do a better job of collecting information for All-State. We will have a site coordinator in each district to hand out info. Athletic directors did not hand out info in several districts. Coaches from each district will nominate players for all-district based on the entire season, not just district play. Sean Erickson would like 5 minutes during the clinic to explain this to the coaches.
- HOF Games Report: There were a few organizational issues with the new staff of the Hall of Fame, but overall it went well. We need help during the weekend of the games. Sean Williamson and Stephanie Phillips will assign people to help with the jobs during the games. The site is up in the air for 2008.
- The website is up and running.
- Hard Court Herald Report: Next issue will have 5 different writers. Matt Pearl, Jason Wolford, and a girl's coach from NW Missouri will write an article.
- Academic All-State: Gary reported that we would continue to do this in May at Mizzou, not at the state tournament as we had previously discussed.
- Hall of Fame Selection: We need nominees. We need to look at some coaches who do not have 500 wins.
- The Lenox Basketball Exhibit at the Hall of Fame will be dedicated November 14<sup>th</sup>. Bob Pettit is being honored that day as well. There will be a luncheon at 11:00 on that Wednesday. Let Gary know if any board member would like to attend.
- Old Business: The nominating committee has developed a slate of representatives. Denny Hunt will present them to the general membership.
- New Business: President Blossom will appoint a Strategic Planning Committee. We will meet tomorrow as soon as Chris Lowry is done.
- Meeting adjourned at 9:48 am.

## **MBCA Board Minutes**

**October 19, 2007**

**Columbia College**

**2:15 pm**

- The meeting was called to order by President Blossom at 2:15pm.
- Josh Martin, the new St. Louis Boy's Board Representative was welcomed to his first board meeting.
- The minutes from yesterday's meeting were informally read.

- Clinic Report: Over 1,000 people participated in the clinic. We want to include this in a vendor resume' to be sent to potential vendors for future clinics. At least 800 coaches attended and 900 pre-registered. Coach Fox asked that any suggestions be e-mailed to him. The board discussed making the brochure more user friendly, making it available online, and investigating paying with a credit card.
  - Next year we will have one price, \$250 and that will include all staff for the clinic and membership in the MBCA.
  - Gary will research credit card payment as many schools are going to this system.
  - We will include the bio of the head coach of the teams practicing in the brochure.
  - Parking is a problem. A shuttle is a possibility.
  - People were very hungry and lining up for dinner because we did not provide lunch. The board decided that 11:00 was still the best starting time and we will not provide lunch.
  - Special Olympics suggested we create a packet for each coach registering to streamline registration.
  - The registration packet will include an MBCA Logo Notebook.
  - We will still have the MBCA table for T-Shirts.
  - The board discussed having some high school coaches as speakers. It was decided the current format is working well.
  - The board discussed the Clinic of Champions. It should have been more informal. It didn't go exactly as planned.
  - It was mentioned we might want to have a strength and conditioning coach.
  - Social will remain a social, not a party. Beer and soda were donated and we will not serve much more than we did this year.
  - We received \$10,000 from the Convention and Visitor's Bureau for the past two years. This money is not guaranteed though.
  - We will have to spend some money in the future to improve our clinic.
  - There were some suggestions for practicing teams: Truman State, Northwest Mo, Murray State, Washburn Women.
  - Barry Hinson will not practice or speak at our clinic.

Ken Libby and Gary Wacker will be in charge of the Tip-Off Classic to honor Norm Stewart. Lafayette has agreed to play next year. Gary will check with Norm Stewart, Columbia College, and MSHSAA. The money raised by the event will be donated to a charity of Coach Stewart's choice.

The meeting was adjourned at 3:00.

TO: Missouri State High School Basketball Coaches  
FR: MBCA Academic/District/All-State Committee  
RE: All-District/All-State Selection Process

As another exciting season of hoops prepares to get underway, the MBCA Board would like to remind you to do your part in the All-State Selection process. In an effort to get more coaches involved in the Missouri Basketball Coaches Association and to do a better job of promoting our student-athletes, the MBCA revamped the All-State Selection process for the 2007 MBCA All-State Teams. Looking ahead to the 2008 MBCA All-State Selections, we feel that the changes implemented in 2007 were beneficial to the process and each year we will look for ways to improve the All-State Selection Process.

You will find in this edition of *The Hardcourt Herald*, the updated selection process. Please note that at the MBCA Board Meeting we revised the selection process for the Richard Fairchild State Coach of the Year Award.

Also we would like to remind all coaches that forms are also available to nominate players for MBCA Academic All-State. The requirements for MBCA Academic All-State are posted on the MBCA website: <http://www.mobca.org>. You can also receive these forms via e-mail: [mbca.allstate@yahoo.com](mailto:mzca.allstate@yahoo.com).

Please feel free to contact either of us with suggestions that we may further improve the MBCA All-State Selection Process. Good luck the rest of the season.

Sincerely

*Shawn Erickson*

Head Boy's Basketball Coach  
Festus High School

*Jim Vaughan*

Head Boy's Basketball Coach  
Kennett High School

MBCA All-State/Academic All-State Co-Chairman

# **MBCA ALL-DISTRICT AND ALL-STATE SELECTION PROCESS**

## **SELECTION PROCESS AT THE DISTRICT LEVEL**

- The goal of the All-State Selection Committee Co-Chairman is to use the MBCA Coaches Clinic in October to identify a site coordinator for every district in the state. The site coordinator's job would be to coordinate the start of the All-State Selection Process at the district level.
- The site director will start the process when he/she receives the MBCA All-District/All-State Packet, two weeks prior to the district seed meeting. The site director will be responsible for bringing this information to the district seed meeting.
- At the district seed meeting, the coaches in the district will nominate players for the MBCA All-District Team and make nominations for MBCA District Coach of the Year. These players should be considered worthy for MBCA All-State consideration. **THIS IS NOT AN ALL-TOURNAMENT TEAM.** The site coordinator will make a list of all players who will be considered for the All-District Team. Also at the district seed meeting, the coaches should decide how they want to conduct the vote for the All-District Team. The three choices would be to have a meeting after the district tournament, vote via e-mail or vote via fax. Our suggestion would be to conduct the vote via e-mail.
- After the district tournament, the site coordinator will be responsible for coordinating the voting process. The site coordinator will tabulate votes for the All-District Team and for District Coach of the Year. There are to be **ONLY** five members on the All-District Team and only **ONE** District Coach of the Year. The coach does not have to be a member of MBCA to have a player on the All-District Team. The coach has to be a member of MBCA to be the District Coach of the Year. The votes should be tabulated in ranking order (1-2-3-4-5) with 1 being the best player in the district. The five players with the least points will make the All-District Team
- Once the votes have been tabulated and the All-District Team and District Coach of the Year have been selected. The site coordinator needs to have the District Coach of the Year complete the Richard Fairchild State Coach of the Year nomination form. Also the coaches with players on the All-District Team need to complete the MBCA All-State nomination form and return it to the site coordinator.
- Finally, when all the forms have been completed, the site coordinator needs to mail all information to Shawn Erickson, MBCA All-State Committee Co-Chairman so that he can coordinate all the information tabulated for the All-State Selection Meetings in Columbia.

## **SELECTION PROCESS AT THE STATE LEVEL**

- Along with identifying site coordinators for each district in the state, the MBCA All-State Committee along with the MBCA Regional Representatives want to identify the members of the All-State Selection Committee at the MBCA Coaches Clinic.
- During the season, the All-State Selection Committee members need to keep in contact with coaches in their region, identifying top players. This will help the members in being informed about players who will possibly be considered for All-State Consideration.
- The members of the All-State Committee will meet the Saturday of their respective class' Final 4 Weekend.
- During this meeting the committee will select a 15 member All-State Team.
- The MBCA Board of Directors will select the Richard Fairchild Coach of the Year.

## **WHAT WE NEED FROM YOU THE COACHES?**

- Volunteers to be site coordinators
- Volunteers to serve on the All-State Selection Committee

## **HOW DO I VOLUNTEER?**

- Contact Shawn Erickson via e-mail at :  
[mbca.allstate@yahoo.com](mailto:mbca.allstate@yahoo.com)







## 2007-2008 MEMBERSHIP APPLICATION

Please fill out and return \$15 per single membership (Take note of "All-School" rate and late fees below).

Make your check payable to:  
"Missouri Basketball Coaches Association"

NAME: \_\_\_\_\_

HOME ADDRESS: \_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_

HOME PHONE: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

SCHOOL AFFILIATION: \_\_\_\_\_

CLASS:            1\_\_                    2\_\_                    3\_\_                    4\_\_                    5\_\_  
                      JR HI\_\_                    HS\_\_                    JUCO\_\_                    COLLEGE\_\_                    OTHER\_\_

DISTRICT:                            NW\_\_                    NE\_\_                    SE\_\_                    SW\_\_  
    South Cent\_\_                    Cent\_\_                    KC\_\_                    STL\_\_

Total Wins as Head Coach \_\_\_\_\_

Number of years coaching at each level:

COLLEGE:            ASST\_\_            HEAD COACH\_\_            TOTAL\_\_

HIGH SCHOOL:            JR HI\_\_            HS ASST\_\_            VAR\_\_            TOTAL\_\_

### MAIL TO:

Missouri Basketball Coaches Association  
906 Wayne Road  
Columbia, MO 65203  
(Please note: single Membership is \$15 per year)

### \*\*\*\*\*SPECIAL "ALL-SCHOOL MEMBERSHIP"\*\*\*\*\*

INDIVIDUAL Schools may enroll ALL of their coaches (boys AND girls) for a school membership fee of only \$50. Each coach on the staff though will have to fill out an individual membership form along with the check for \$50. After February 1, 2008, the prices will go up to \$25 per individual and \$75 for the entire school staff.

I would like to become more involved in the MBCA and its activities. Contact the following persons if you wish to be involved with their designated MBCA activity:

Nominating: dhunt@spsmail.org

Legislative: blossom.jay@mail.webster.k12.mo.us

Hall of Fame Games: sphillips325@spsmail.org

Academic All-State: show4games@aol.com

Newsletter: hardcourtherald@hotmail.com

Suggestions for the MBCA Board to consider:

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