

“Ask Not What Your Basketball Program Can Do For You...Ask What You Can Do For Your Basketball Program”

by Shane Matzen
Hard Court Herald Editor
Marquette High School

This famous, somewhat distorted, quote by the late great John F. Kennedy really is something that we as coaches must live by each and every day. That first day you got the job was pretty cool I must say....it was ALL about my ego. I had a title and people are going to look at me differently! You find out pretty quick though that there are enough duties and headaches to make you forget the title and realize you've got a lot of responsibilities on your hands.

Getting back to that responsibility thing...the amazing thing I've found about this job is just when I think I've done all the things to make my program unique, something comes up and I'm back at it again pushing the envelope. As I realized knowing the Xs and Os weren't all that you needed to develop and nurture a team of individuals, coming up with different ways to get to know my players and turn them into TEAMMATES became a task of supreme importance. Team goal-setting, bowling tournaments, putting on clinics at a children's shelter and for Special Olympics players are all means that we've used to accomplish this venture.

Getting the word out about your program and the accomplishments and hard work of your players is a way to not only just get recognition, but also lets your players know that they belong to a first-class organization. I'm no dummy, mind you...I realize the first objective as a coach to gain recognition for team is to teach and help our players become better players and thus, achieve more success on the floor and the subsequent accolades that go with it. I work just as hard or harder than anybody on this part of the job but anyone who has been a coach for any amount of time knows that there are obstacles (of which we have little or no control) to being one of those "Fortunate Four" teams that we all want to be the coach of.

So, what are things we can do for our players to reward them for their effort they give us each practice, game, season and career? Come up with fund-raising ideas so that they can have the best gear (players LOVE wearing the latest stuff and it gives them pride in being a member of the team to do so). Publicize their accomplishments (win or lose). So many coaches think that reporting scores is just not a part of the job. For your players to put in the time they do and for your parents to make the sacrifices they make for their sons and daughters to be on your team...the least we can do is make a call or enter our scores/stats on a web-based site. As many coaches do, I run a web-site for our team (www.mustangroundball.com) of which many of you, my faithful readers, are probably tired of hearing about. [By the way, the site's been updated and is now VERY cool thanks to the folks who sponsor the site at www.ihigh.com! ;-)]

But now, with seemingly being at a point that I could be comfortable, we're tackling a whole new frontier...the televised coach's show. As a former manager at Mizzou under Norm Stewart, I was around quite a bit when Coach Stewart would tape his show and always thought the concept was pretty neat with the way he would have fun with it (rather than some of the boring studio shows we see through the week on Fox Sports Net---and no, there will be no re-makes of "The Tigers From Ol' Mizzou"). Well, now we're making use of our video editing system to produce a low-budget (no \$\$\$), low-tech "Wayne's World" version of the college coaches show entitled "Mustang Mania". With sponsors coming on board to help fund our online program and our players already lining up to see who will be my first player guest, there's another infusion of excitement around our basketball team.

You can check out "Mustang Mania by clicking [HERE](#).

Think about what talents you have or have access to in others around your community. There are ways to take your program to another level AND (for those of you who insist we're just in the business to coach the practice and game) take care of the on-the-court end of things. To me, making your player treasure the fact that he's a "Mustang," "Flyer," "Pioneer," or "Jaybird" for the rest of his life is what it's all about. Having scores of life-long players fills that retirement resume much more than the title ever will.

EDITOR'S NOTE: Thank you to the MBCA board for approving my motion at our meeting at the MBCA Clinic to include a new award for our association to bestow. We will be honoring a special young man or woman at our Academic All-State Banquet this upcoming spring as the first-ever winner of the "Curtis Kerr Memorial Student-Assistant of the Year". Curtis was a manager for me at my first high school coaching job in Elsberry. He was as dedicated as they come and someone I'll never forget who lived a much-too-short-life, passing away soon after graduating from EHS. I expect we will receive many, many nominations for deserving persons worthy of this honor. We will make special note of each and every nomination in the spring edition of "The Hard Court Herald" and provide a certificate (via e-mail) to those coaches who wish to recognize their nominees.

As always, we would remind you though that there are MANY ways to honor your student-athletes and coaching brethren via the MBCA. Make sure to check out the "MBCA Important Forms" link on the MBCA web-site to see which honors are applicable to your situation (click [HERE](#) to access).



NORM STEWART CLASSIC



Missouri Basketball Coaches Association

December 5 & 6, 2009

Columbia College - Columbia, MO

All Proceeds to Benefit Coaches vs Cancer

SATURDAY DECEMBER 5TH

2:30 HICKMAN VS JEFFERSON CITY GIRLS

4:00 JEFFERSON CITY VS MARQUETTE BOYS

5:30 ROCK BRIDGE VS BLUE SPRINGS GIRLS

7:00 ROCK BRIDGE VS MOBERLY BOYS

SUNDAY DECEMBER 6TH

1:00 FATIMA VS POTOSI BOYS

2:30 HARRISBURG VS GLENDALE BOYS

4:00 KICKAPOO VS ST. JOSEPH'S GIRLS

5:30 HICKMAN VS POPLAR BLUFF BOYS

7:00 COLUMBIA COLLEGE EXHIBITION MEN

All Games Delayed
Broadcast on
Mediacom
Channel 22



The Little Things-“Dealing with Mom and Dad”

By Jason Wolfard

Hard Court Herald Associate Editor

Lindbergh High School

Now that all of us have gone through tryouts and started to get ready for our first game coming up soon, I thought I would throw some items out there that will hopefully help you let parents understand your expectations but make it easier on yourself as well. The past two years I have experienced some of the worst parent pains ever and I have learned so much from them. I have always had a parent contract, but I have always continued to add things to it in an effort to help my parents understand what our expectations of them were.

As you start to have your parent meetings or meet with parents about the upcoming season, here are some items that I include on my parent contract that you are welcome to use or change as needed. I have also found that my administration is very supportive of our decisions since we have this policy in place.

Lindbergh Basketball Parent Standards

We hold our players in our program to high standards of excellence because we have pride in our program and the type of young men that not only play for us but become better men by being a part of our program. When players are a part of our program FAMILY, so are their parents. In our profession, we understand that we as coaches will never be able to please all parents and/or players. Even though winning is not everything, we are still striving for that goal. We base what we do on what we see in practice and games as a staff, as well as the group of players we have. If for any reason you desire a conference, please follow the chain of command to talk about any issues, **EXCEPT FOR THE FOLLOWING: Playing Time, Position Played, Offensive and Defensive Strategies, and other players on the team** (Matters regarding other student athletes are to be left to their respective parents/guardians.)

- When a situation occurs relating to my son that raises concern (pertaining to all matters (**EXCEPT PLAYING TIME, GAME STRATEGY, or ISSUES CONCERNING OTHER PLAYERS**)), I/we will follow this chain of command in order to resolve the said situation:
 1. Encourage my son to seek out his coach in a private meeting.
 2. I/we will arrange a meeting with my son’s coach.
 3. I/we will arrange a meeting with the head varsity coach if my son plays on a lower level team.
 4. I/we will arrange a meeting with the athletic director.
 5. I/we will arrange a meeting with a member of the school administration.
- **Never approach a coach about a concern after a game.** Wait until the next day to follow the chain of command to discuss any concern.
- Accept the coaching of your son. The coaching staff puts an incredible amount of effort into building this program, its teams, and its players while

also preparing players for each opponent. While there may be times you don't understand decisions made by the coaching staff, we ask that you accept coaching just as we ask your sons to as well.

- Always show my support for my child regardless of the circumstances they are under.
- Support my son's team in a **POSITIVE** manner.
- Enjoy the games! My son's time as a high school student is a fleeting one. Make it a time to remember for him.
- Show class and dignity in game settings toward fellow fans, opposing players and coaches, and officials. Lindbergh High School is a member of the "Enjoy The Game" campaign. All parents are expected to abide by the core beliefs of Enjoy The Game –
 - § Treat Everyone As Myself (TEAM)
 - § All participants must be accountable for their choices.
 - § Players should Work Hard and Have Fun.
 - § All those involved should be upbeat and positive – all of the time.
 - § All those involved should understand and accept their role – coaches coach, players play, officials officiate, and fans support!
- o *Parent's who do not abide by this policy will be reminded by administration about the goals. Further refusal to follow this policy may result in the parent being asked to leave the playing area.*
- Emails can be sent to coaches about matters that pertain to the health of the parent's son, family matters, academic concerns, or booster club matters. Any other concerns or problems should go through the appropriate chain of command.
- I will remember the game is for the players, not for the adults.
- I will allow the coach to be the only coach.
- I will not negatively influence my son by openly criticizing other players, coaches, parents, or others associated with the program.
- Make an effort to participate in some way with the Lindbergh Basketball Booster Club.

We, the coaches and players, are very proud of our program and how we represent our school and community. You are a major part of that. Every time the Lindbergh boys basketball team plays a game, our opposition, other spectators, school administrators, and referees should be impressed by our class and pride. Negativity is not something we condone with any of our coaches or players at any time, and therefore we would hope that our parents who are a part of our family would believe in the same philosophy. We as coaches (and adults) set a great example for our players who we hope will one day grow up into successful young men that make us all proud. Please help us set high character examples for our boys in the way we conduct ourselves.

I hope this helps you get the message to your parents about your expectations of the team. One thing I did pick up extra that I will talk about at my meeting this year was from John Calipari. He said to tell parents that their job is to love their son and my job is to coach their son. Too many times I have seen parents who want to sit in the stands and coach their son. I know that it probably won't stop everyone, but I also know that my parents clearly understand what the coaches and the school expect from them if they are to be a part of our program.

Good luck this season in all your games!



Q & A With the Difference-Makers

Craig Engelbrecht Eugene High School

Craig has been a mainstay at Eugene High School for 20+ seasons. His Eagles have been frequent participants in post-district play including a trip to the Final Four. EHS has long been viewed as a fundamentally-sound, well-run program and we had the fortune to inquire to Craig about how he's been able to build that reputation at his school located 20 miles south of Jefferson City....

Hard Court Herald: Longevity in coaching, particularly at the small high school level, is not seen these days like it was years ago. To what factors do you attribute your lengthy career at Eugene?

Craig Engelbrecht: First of all, you have to do a good job in the classroom because you're a teacher first and a coach second. There are going to be tough years due to a lack of talent but you can always be prepared in the classroom. Young coaches today feel their only job is to win games and they cheat their kids in the classroom. I feel a good coach who plans meticulous practice plans can also prepare organized lesson plans. With that said, you also had better win games and develop your players into respectful citizens. A third factor for my long stay at Eugene is that I love the kids in this community. I love building relationships with them as their coach but also as a mentor once they leave our program.

HCH: Numbers (just "bodies in the hallway" as opposed to numbers coming out for the team) can be an issue when you're coaching at a smaller-enrollment high school. What things have happened with the Eagle program and what you do as a coach to keep interest high amongst your student body?

CE: Since we don't have football, basketball and baseball are our focus. Our student body really supports our teams. With our elementary tournaments and our parent coaches, the young kids are immersed in Eugene Basketball from a very young age. At our school, if you win the District Tournament every elementary student will have a Eugene shirt. Also, I am coaching the 5th and 6th graders and Junior High teams. This helps me teach our system for a number of years.

HCH: You've been around high school basketball in Missouri long enough to view and experience the many levels of our sport. What, in your opinion, makes a Friday night Eugene vs St. Elizabeth match-up special?

CE: The thing that makes a Eugene vs. St. Elizabeth special is because for that night basketball is the only game in town. In larger cities with more entertainment opportunities a high school basketball game may not

be that thrilling an option. But in small towns where the kids basically know each other rivalries develop. Because of Facebook and kids talking trash to one another, I have noticed rivalries developing with teams that may not even be in our conference. Some of our best games have been against Osage just because of the talking that goes back and forth over the internet. Boy how times have changed.

HCH: Is the small-town tradition of "same last names, different year" (i.e. grandfather, father, grandson all wearing the Eagle Black and White) still as prevalent as it's been in the past? If not, how do you keep that tradition that schools like Eugene seem to have where basketball holds such a special place in the school and community?

CE: That's a great question. How do you balance the past with the future? John Wooden said balance is the most important thing in basketball. Since I have coached at Eugene for 23 years (this is my 20th season as head coach), I mention previous players quite often and my players enjoy it because many times I will be talking about a relative or a hero of their's. I want our kids to embrace the past but also to make their own history. WE have created a picture Hall of Fame and a record board that students see as they pass through the hallways. I want basketball to hold a special place in their lives but I hope the lessons they learn from basketball serves them later in life.

HCH: Who was your favorite student in the P.E. department at good ol' Eldon High School when you were a student teacher (just kidding!).....Final question: With sport-specialization becoming such a big factor in it seems all high school sports...What do you and the staff at Eugene do to make sure that the smaller pool of kids available to you are able to contribute as athletes in multiple sports if they so choose yet still further themselves as players in your sport you coach?

CE: The first part of the question is easy: Shane Matzen! We are starting track this spring at Eugene so that will be interesting as to how it affects us. But really I have only had baseball to work around in the past. Heath Lepper is our baseball coach and he was one of my really good basketball players. Heath and I communicate with each other and we want what's best for the players. All of our weight training programs are based on explosive movements which are going to help any athlete no matter their sport. It is difficult to plan a summer schedule where I will have all of my basketball players because they will be playing in baseball tournaments. However, we want all players in our program to be outstanding so there has to be some give and take. Once again it comes back to balance. You don't want to burn the players out.



MISSOURI BASKETBALL COACHES ASSOCIATION
OCTOBER 23, 2009 BOARD MINUTES

1. MBCA Board Meeting called to order by President Phillips at 9:30 AM
2. Minutes of the march 2009 MBCA Board were handed out. A motion was made to accept the minutes by Neal Hook and seconded by Craig Parrack. Motion carried
3. The Treasurer's report was handed out. Secretary Filbert commented on several of the items. He especially noted that the Missouri Challenge was a costly venture and would require significant sponsorship to be financially successful in the future. This would require not only Convention and Visitors fund but corporate funding as well. The Show-Me State Games have dropped their sponsorship of the scholarship given to the best players (girl and boy) who make Academic All State. He mentioned that he had to put in \$3000.00 of personal funds to get through the summer. This was repaid with interest after the fall membership drive and clinic funds were received. A motion to accept the report was made by Shawn Erickson and seconded by Shane Matzen.
4. Secretary Filbert made comments on the following:
 - A. He and David Fox attended the National High School Basketball Coaches Directors meeting in Louisville, KY in July. The most important item to come out of the meeting was the plan to start a National High School Coaches Association. This could be done by enrolling all the Coaches who are represented by the NHSBCD which is approximately 30,000. A meeting will be held during the Men's Final Four in Indianapolis, IN in April 2010. The primary purpose is to give more clout to High School Coaches when dealing with NCAA, NABC, NBA and Ihoops organizations. Go to the Ihoops website to check out their activity. MBCA will be represented at the meeting.
 - B. TheMBCA Hall of Fame Inductions will be held on Sunday October 25, 2009 in Springfield at the Missouri Sports Hall of Fame. All Board members are invited to attend. Nine Coaches and two Broadcasters will be honored. This includes Gary McDaniel, Logan-Rogersville: Jerry Armstrong, Mansfield: Mark Scanlon, Raytown; Jeff Sherman, Central Methodist; Jim Mcleod, Hickman; Steve Hunter, Ozark; Arnie Drendel, Leeton; Doug Smith, Hermann; Jacky Payne, Skyline: Gary Knehans, KJPW; and Kevin Kelly, KWOS. In addition the Assistant Coach of the Year Scott Stallcup of Webster Groves will be recognized.
 - C. The Norm Stewart Classic will be held on December 5 & 6, 2009 at Columbia College. The following teams are involved: Girls Teams (Hickman, Jefferson City, Rock Bridge, Blue Springs, Kickapoo, St. Joseph's) Boys Teams (Jefferson City, Marquette, Rock Bridge, Moberly, Fatima, Potosi, Harrisburg, Glendale, Hickman, Poplar, Columbia College). This event raises funds for Coaches vs. Cancer and is associated with the American Cancer Society. Last year the Norm Stewart Classic raised over \$7000.00.

D. Sponsorship activity includes a presentation to Johnny Mac's for a two year commitment of \$15,000.00 to be the presenting sponsor of the Missouri Challenge with recognition at the other six events sponsored by MBCA. President Bob McArthur is considering the presentation. We are working with Colin See of Kelly Press, Inc. in putting together presentations which will feature all seven of our events. (Clinic, MBCA Hall of Fame, Norm Stewart Classic, All State Teams & Coach of the Year, Academic All State, Showcase, Missouri Challenge)

E. A new event the MBCA Showcase is being planned. Ty Hames, Moberly has agreed to chair this event. It would be held in April 2010. It is being planned to showcase players girls and boys to College Coaches.

5. Clinic Chair David Fox commented on the following:

A. 2009 Clinic.. The turnout is not as great as 2008 but over 950 Coaches are in attendance. This could be blamed on the economy and the fact that we did not have a speaker of the level of Bill Self

B. MBCA is looking at moving the clinic to the first week in October. This would be done to help recruit Division I Coaches to be clinicians.

6. Hard Court Herald Editor Shane Matzen commented on the following:

A. He needs better response from the District Representatives on what is going on in their Districts

7. Web Master Bill Gunn commented on the following:

A. The Web Site has been changed. He encourages Board members to check it regularly.

8. New Business

A. Shane Matzen made the motion to establish the CURTIS KERR MEMORIAL Missouri High School Basketball Student-Assistant of the Year Award. The motion was seconded by Bill Gunn and passed unanimously.

9. Meeting adjourned at 10:30 AM

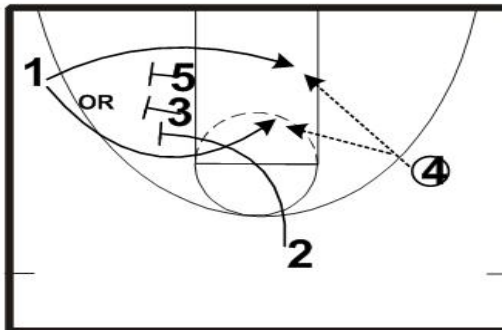
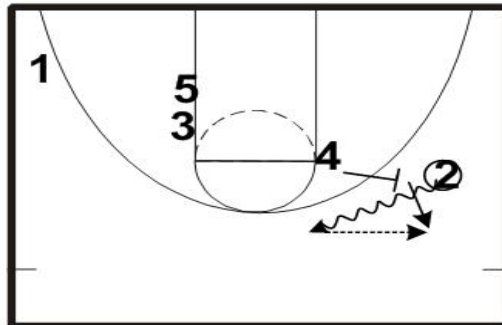
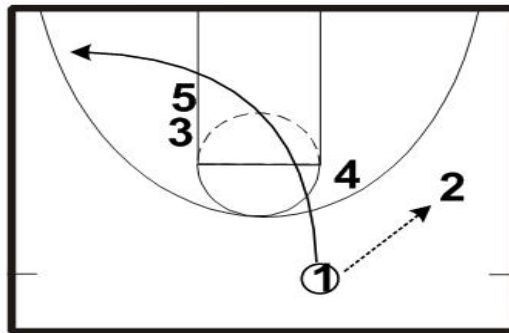
* The Audit committee of Neal Hook, Chris Neff & Stephanie Phillips met with Secretary Filbert to discuss the Financial Report October 2008 to February 2009.

GARY FILBERT, EXECUTIVE SECRETARY
MISSOURI BASKETBALL COACHES ASSOCIATION



TRIPLE to Post

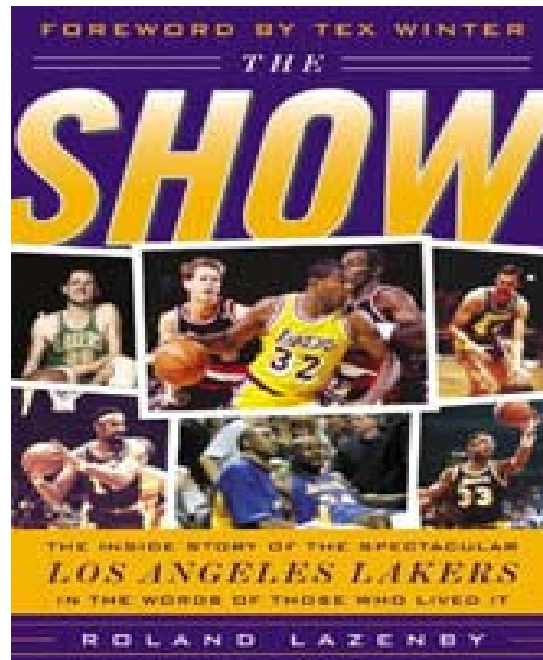
This can be run for any of your perimeter players who can post and score. Point passes to wing and cuts to opposite corner. Pick and pop by 4 as 3, 4, and 5 set triple screen for point. 1 takes the open post cutting high or low as screeners space out on left side.



This issue's Featured Play is brought to you by Randy Brown. This and a plethora of great plays and other coaching aids can be found at www.winningplays.net. You can contact Randy at: rb@coachrb.com to get signed up.

Suggested Reading

The Show: The Inside Story of the Spectacular Los Angeles Lakers in the Words of Those Who Lived It
By Roland Lazenby



Starred Review

The Los Angeles Lakers--along with the Boston Celtics--represent the best in the five-decade-plus history of the National Basketball Association. Lazenby, author of many sports books including *Mad Game: The NBA Education of Kobe Bryant* (1999), has written an oral history of the franchise from its incarnation in Minneapolis in the early 1950s through its most recent run of championships under coach Phil Jackson and key players Bryant and Shaquille O'Neal. The book is must reading for NBA fans both young and old. Most fascinating are the stories from the late 1960s and early 1970s, when the Lakers, led by Hall-of-Famers Jerry West and Elgin Baylor, reached the NBA finals five times in six years and lost each time. The anguish experienced by West--who has since become the league's most accomplished executive and general manager--over those losses is palpable. A driven individual and as fierce a competitor as the league has ever known, West nearly quit in frustration and entertained thoughts that the losses were some sort of divinely dictated personal punishment. He eventually got his championship as a player and many more as the team's general manager. Other fascinating eras include the Magic Johnson years and the Bryant-O'Neal and Jackson championships in which the attendant soap opera of clashing egos was as almost as interesting as the action on the court. The best book on pro basketball since Sam Smith's *The Jordan Rules* (1992).

Wes Lukowsky

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Featured Web-Site

The Team Scout

www.theteamscout.com

A new web-site on the scene with a potpourri of useful articles, tools and coaching aids all arranged to be right at your finger-tips. Don't forget to also check out their Facebook page!



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.



Nomination form

CURTIS KERR MEMORIAL

MISSOURI HIGH SCHOOL BASKETBALL STUDENT-ASSISTANT OF THE YEAR

This award is being presented in honor of the late Curtis Kerr, a four-year basketball manager during his time at Elsberry High School. Though Curtis lost his life at a very early age soon after graduating from EHS, his dedication and devotion to the Indian basketball program will and should never be forgotten. This award will not only carry on Curtis' legacy but give just due to those hard-working young men and women who do all the previously-unsung work that makes a high school basketball program go.

The winner of this award will be honored at the annual MBCA Academic All-State Banquet in April and all nominees will be listed in the May Edition of the MBCA newsletter ("The Hard Court Herald").

CRITERIA

- 1) Outstanding Character*
- 2) Devotion to Academics
- 3) Loyalty
- 4) Commitment to Program (must have served as a manager for your program for at least three seasons)
- 5) Outstanding Work-Ethic

NOMINATION REQUIREMENTS/PROCESS

Nominating coach must be a member of the MBCA
Applicants will be sorted and honorees selected by the MBCA board

Fill out the space below with appropriate information and return to:
Missouri Basketball Coaches Association
906 Wayne Road
Columbia, MO 65203

Nominee's Name: _____

High School: _____

Years as a Student Assistant: _____

MBCA Member Nominating: _____

MBCA Member Contact Info: _____

Phone

e-mail address

***In addition to this form, please submit a letter of recommendation from nominating coach.
PLEASE SUBMIT THIS FORM AND LETTER BY FEBRUARY 14, 2010!**



2009-2010 MEMBERSHIP APPLICATION

Please fill out and return \$20 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 \$20 per year)

*****SPECIAL "ALL-SCHOOL MEMBERSHIP"*****

INDIVIDUAL Schools may enroll ALL of their coaches (boys AND girls) for a school membership fee of only \$60. Each coach on the staff though will have to fill out an individual membership form along with the check for \$60. After February 1, 2010, the prices will go up to \$30 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:

MBCA web address: www.mobca.org Nominating: dvhunt30@yahoo.com
Legislative: blossom.jay@wgmail.org Hall of Fame Games: sphillips325@spsmail.org
Academic All-State: show4games@aol.com Newsletter: hardcourtherald@hotmail.com

Suggestions for the MBCA Board to consider:
