

nebraska coach

2009 SPORTSMANSHIP SUMMIT

The registration material for the 2009 Sportsmanship Summit is available on the NCA's web page at ncacoach.org. This will be the eighth year of the summit, with more than 8,000 attending the previous seven. The summit is co-sponsored by the Nebraska Coaches Association and the Nebraska State Interscholastic Athletic Administrators Association. This year's summit brings some "new with the old" as Harvey Alston continues to bring his enthusiastic presentation to "Be The Best!" One of the overwhelmingly popular sessions last year was provided by Kevin Kush of Boy's Town. He will be back to inspire and provide insight as to "getting the most out of our athletes, being successful, but doing it with class and character". Two new additions this year will be Mark Brahmer, Principal and Head Football Coach at Pierce HS, and Diane Mendenhall of the Nebraska Alumni Association. They will be presenting sessions on topics such as "Developing Our Expectations of Our Student Athletes" and "Sportsmanship: The Reason



Why We Play, Why We Achieve and Why We Win!" and "Game On! The Ultimate Lesson to be Taught on the Field – Sportsmanship"

Schools have always asked for information relative to developing their own sportsmanship policy or for that of their conference. There will be a session designed

to provide information as to how a conference formed their policy with input from administrators and school board patrons, as well as students and coaches.

The summit brochure is available online at ncacoach.org or you may contact the Nebraska Coaches Association office at 402-434-5675 and one will be mailed to you. We hope to see you at the Eighth Annual Sportsmanship Summit on Wednesday, November 18 at Midland College in Fremont.



STATE CHAMPIONSHIPS FOOTBALL CLINIC

The Fourteenth Annual State Championships Football Clinic will be held on Sunday, November 22 at the Embassy Suites in Lincoln. This is a year of massive change when it comes to the State High School Football Championships. The move from a Thursday-Saturday format to a Monday-Tuesday schedule was predicated on the Big 12's request to have the Saturday before Thanksgiving available for Nebraska Football. That dictate required the NSAA to move to

~Cont. on Page 2~

2010 CLINIC DATES

The dates for the 2010 Nebraska Coaches Association Multi-Sports Clinic are July 27-29 at Lincoln North Star High School. We encourage coaches to schedule summer clinics and camps so they are completed by that date. Make sure you mark your calendar so you don't miss the 2010 summer clinic July 27-29.

ALL-STAR VOLLEYBALL/SOFTBALL NOMINATIONS DUE

Nominations for All-Star Volleyball and Softball were due on Friday, October 23. Nomination notices were emailed to EVERY coach in Nebraska during the first week of October. This is a friendly reminder that nearly all of these correspondences will be handled electronically due to the printing and postage expense. Forms are also available on the NCA's web page at ncacoach.org. All-Star evaluations will be sent in the same manner.



Coaches are encouraged to complete the nomination and evaluation process as soon as possible so we have an adequate pool of nominees as well as accurate information. Thanks in advance for your cooperation.



Football Clinic ~ Cont. from Page 1~

Monday and Tuesday in order to continue to provide the experience of playing at Memorial Stadium. This prompted the Nebraska Coaches Association to take a look at whether or not to continue hosting the football clinic in conjunction with the State Championships. After sending out an email blast to all football coaches and receiving a very favorable response to continue with the clinic on Sunday, we have the schedule in place. Registration will begin at 1:00 p.m. at the Embassy Suites (located at 1040 P St.), with the first session beginning promptly at 1:30 p.m. The sessions will continue until 5:30 p.m., at which time we will host a Coach's Social that will conclude at 7:30 p.m. Just because the social is over doesn't mean the evening is over, as a football "session" will continue in the atrium of the Embassy Suites.

Registration fees will again include two tickets to state championship finals of your choice, club level or skybox seating for the class in which you coach, the clinic and the

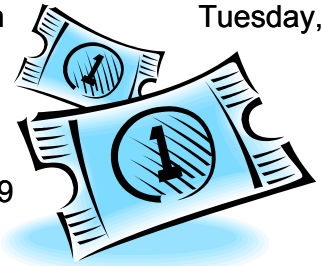
Sunday evening social. Fees for the clinic will be \$20 for members and \$30 for non-members. Also, there will be a special rate at the Embassy Suites (\$99) for those coaches registered at the clinic. You may download the registration form on the NCA's website at ncacoach.org. Make sure you pay close attention to the registration deadlines and fees. Coaches are encouraged to stay at the Embassy Suites, as facility rates are dependent on the number of coaches registered at the hotel. Please, if you are staying in Lincoln, consider staying at the Embassy Suites. When you are booking rooms, please request 'Coaches Clinic Rate'. Thanks!

TICKET CALL-IN FOR THE KANSAS STATE GAME

Due to the Sportsmanship Summit on Wednesday, November 18, the ticket call-in for the Saturday, November 21 Nebraska vs. K-State game will be on Tuesday, November 17 from 9:00 a.m.-12:00 noon.

The line will be closed then until Thursday morning, November 19 at 9:00 a.m., when additional coaches

as well as non-coaches may call in. The NCA staff will be out of the office from noon on Tuesday until after the completion of the Summit on Wednesday afternoon. Make sure you notify the person responsible for calling in for tickets of this change as **NO** calls will be accepted on Wednesday.



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Issue V
Editor
Steve Johnsen, NCA Executive
Director
Executive Board
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FROM THE DIRECTOR

By Steve Johnsen, Executive Director
"WHAT HAVE YOU DONE FOR ME
LATELY?"



Conceivably, this is a question that we all could hear at any given time. How many coaches do you know who have experienced success over several years, and then have one or two off years and start hearing the naysayers talk about the perceived lack of coaching ability (check out Bobby Bowden!). Coaches are, generally, always trying to stay up to date on the latest in coaching methods, possibly altering their practices to fit the environment. Rethinking ones philosophy and methods isn't a bad thing. If we continue to stay the same, at some point someone is going to start doing it better than us, and we start losing ground.

This isn't completely unlike the Nebraska Coaches Association. The present economic conditions have forced the NCA to rethink some of the things we do. Whether it be putting issues of the *nebraska coach* on the web or sending out nomination forms via email, we adapt. It could be changing the previously successful summer clinic schedule to try something new, not just to see if it works but to see if it is better. This past summer's clinic was a perfect example of 'something new', as we moved some of the breakout sessions to early morning slots. The result was twofold. It gave coaches an opportunity to attend more and different sessions, but it also eased the congestion in the registration area by spreading out people entering to pick up badges and packets. Some of the best sessions proved to be those beginning before the traditional clinic day.

This January, I begin my 25th year as the Executive Director of the Nebraska Coaches Association. We have made changes that I never would have imagined. Twenty-five years ago, the summer clinic schedule was about 1/3 of what it was this past July. We didn't have the Sportsmanship Summit, the State Championship Football Clinic, the Cheer/Dance Championships and any number of other activities. The main goal of the NCA is

to provide services to member coaches and hopefully kids. My mantra has always been that if we attempt to stay the same, we will, at some point, begin slipping.

Are we doing enough? Apparently not, as we don't yet have 100% participation by Nebraska coaches in the NCA. As much as we attempt to provide membership/benefit information to coaches who have not yet joined, we still have a long way to go. Along with the other benefits listed, the key one is the \$1M of coaches liability coverage provided to each member coach. This coverage is year-round, including summer camps/clinics and follows you if you work someone else's camp or clinic. The insurance coverage is just one of many benefits that you will find listed on page 12 of this issue.

The NCA is rapidly approaching 4,000 members again this year, but we still have several who have not yet rejoined from last year. Some have retired, some have left education/coaching, and others have made the decision not to join. We make every attempt to get membership information to every school, either through direct mailings or through the offices of the respective athletic directors. One other method is to ask that each member provide other coaches on your staff with the membership information. There is always a blank registration card provided in each issue of the *nebraska coach*, and that is no different in this issue. You can find it on page 12. Here's hoping you have a great year!

NCA – FIND US HERE

Building Address	500 Charleston
Mailing Address	Nebraska Coaches Association PO Box 80727 Lincoln, NE 68501-0727
Telephone	402-434-5675
FAX	402-434-5689
Ticket Line	402-434-5688

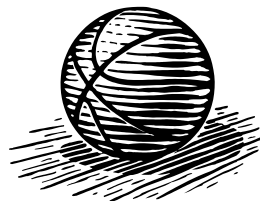
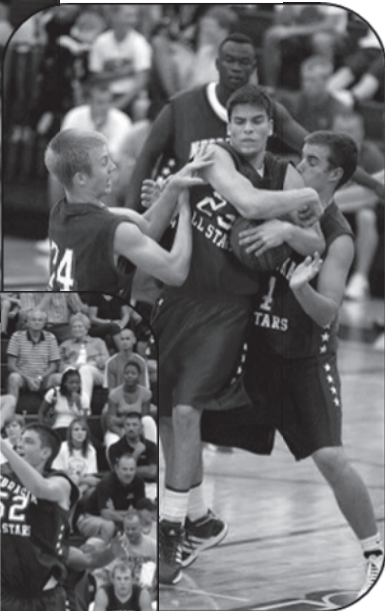
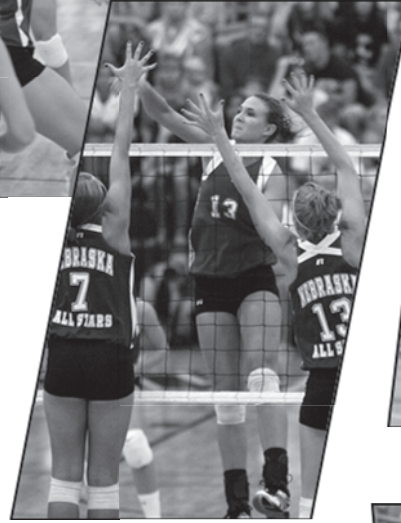
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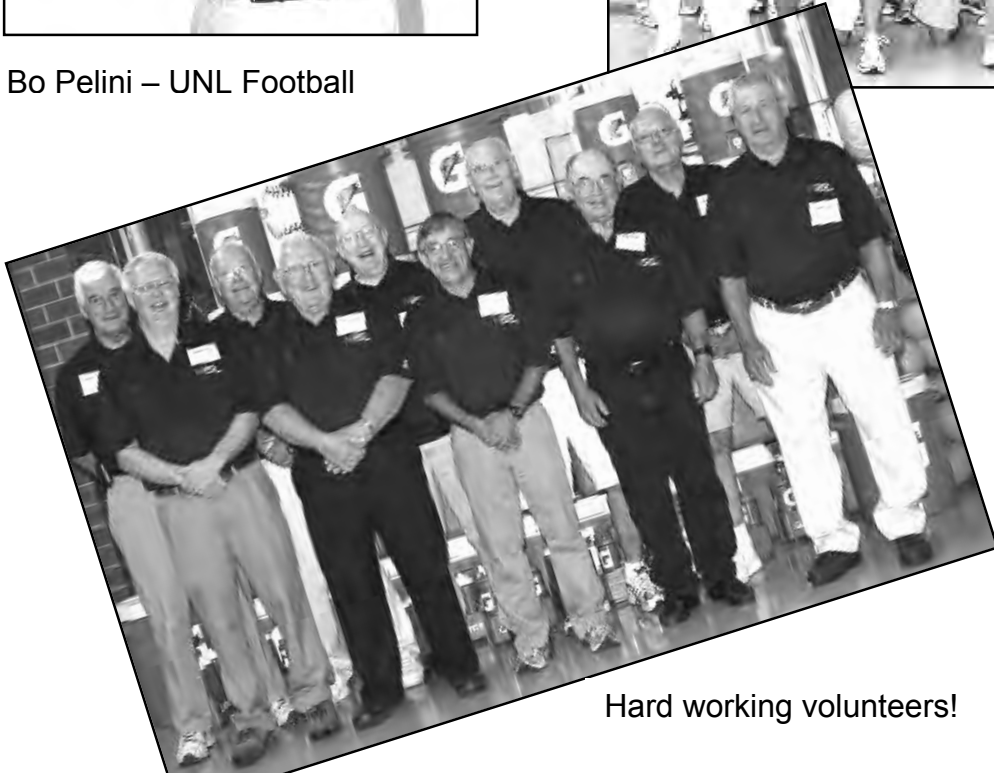




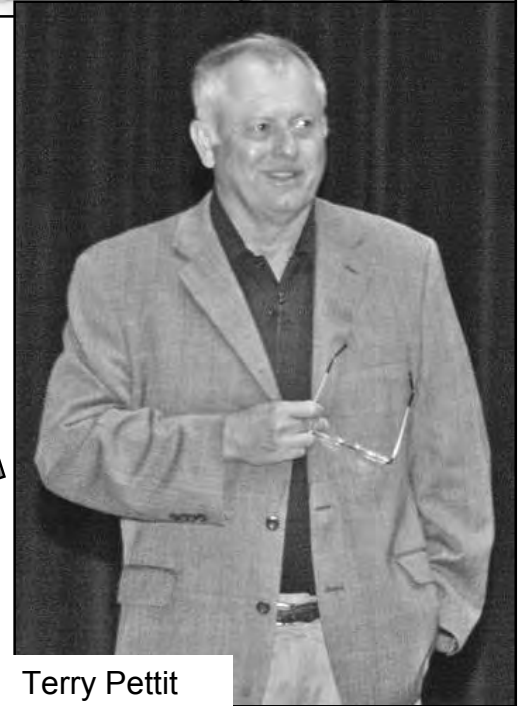
Bo Pelini – UNL Football



NCA Board & Staff



Hard working volunteers!

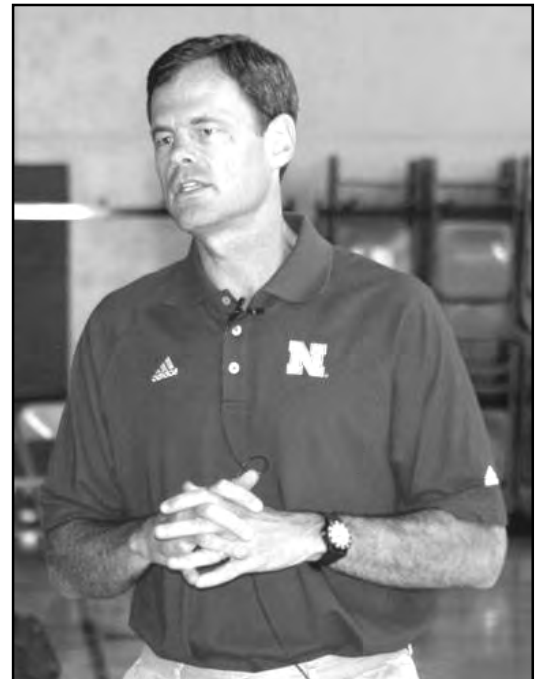


Terry Pettit



Doc Sadler – UNL Men's BB

**2010
NCA Multi-
Sports Clinic
presenters,
volunteers,
Board of
Directors and
Staff.**



John Cook – UNL Volleyball



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Saturday Morning Sports Clinics

2009 Fall Sports Season Only
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 7:30 a.m. - 10:00 a.m.
 No Appointment Necessary

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David City	Butler County Clinic
Fairbury	Jefferson Community Health Center
Falls City	Community Medical Center
Holdrege	Family Medical Specialties
Nebraska City	St. Mary's Hospital
Osceola	Annie Jeffrey Memorial County Health Center
Pawnee City	Pawnee City Memorial Hospital
Syracuse	Community Memorial Hospital
Wahoo	Saunders Medical Center

WHAT, A NEW SERVICE AWARD?



The Nebraska Coaches Association prides itself on sponsoring one of the most comprehensive awards programs in the nation. The 2010 Awards and Recognition Banquet will feature a new award with the addition of 35, 40, 45 and 50-year service awards. The application procedures are similar to that of the 25-year award, as you can self nominate or someone else may submit your nomination. Many times you are the only person to know that you reached these milestones. If you have reached this milestone with the

combination of coaching and/or athletic administration, you may apply. This also can be a combination of middle school and high school coaching or athletic administration. I would guess that when the final determination has been made by the NCA Board of Directors, coaches must have coached 75% of their time in Nebraska and at least the past ten years must also have taken place in Nebraska. You can start the process early by completing the application form provided on the NCA's web site at ncacoach.org, go to the awards button and click on service award.

RETIRED COACHES/ATHLETIC DIRECTORS

The NCA has seen a number of coaches and athletic directors retire over the past several years. Subsequently, the NCA Board of Directors established the "Silver Membership". The NCA presently has nearly 200 coaches and athletic directors who have joined as lifetime members. For a mere \$50 you may join the NCA as a lifetime member, attend all clinics, take advantage of hospitality rooms, and also retain eligibility for reduced-priced tickets provided by the various colleges/universities. Silver members will continue to receive the quarterly issues of the *nebraska coach* and also receive FREE admission to the All-Star Games and Shrine Bowl. This program is not valid for those coaches retiring and then reentering the coaching profession. We ask that you renew or continue your active membership in the NCA if you continue coaching. Make sure you read and abide by the qualifying standards when applying. The application form can be found on the NCA's web page at ncacoach.org under "other forms".

Silver Membership Eligibility

1. Member/Past Member in good standing or at the discretion of the NCA Board of Directors.
2. 25 years of service to coaching or a combination of coaching and athletic administration.
3. Be TOTALLY retired from coaching or athletic administration.

Benefits

1. All benefits of NCA membership (excluding coaches' liability coverage, eligibility to coach in All-Star Games).
2. Quarterly issues of the *nebraska coach*.
3. Silver lifetime membership card.
4. One-time enrollment fee.
5. Free admission to All-Star Games and NCA-sponsored clinics.

Cost: One-time enrollment fee of \$50.

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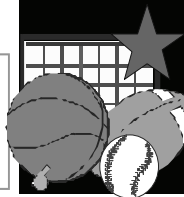
What are your goals? BHS is a small school and I have little secretarial help. I am responsible for all of the paperwork in the athletic department. I need to save time and effort on the mechanics of managing my department so I can spend more time with my Athletes and Coaches.

Why? Being an Athletic Director should be athlete-oriented, not paperwork driven. I wanted to get out of my office and onto the field helping my kids and their coaches reach their full potential.

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Executive Director

Nebraska High School Sports Hall of Fame Foundation

(Part time position)

The Nebraska High School Sports Hall of Fame Foundation, located in Lincoln, NE, is seeking qualified candidates for the part time position of Executive Director. Interested applicants should forward a letter of interest and resume, not later than November 1, 2009

to:

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Nebraska High School Sports Hall of Fame Foundation
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“Heat Up Your Sportsmanship Efforts to 212°” by Dr. Jim Tenopir, NSAA Executive Director



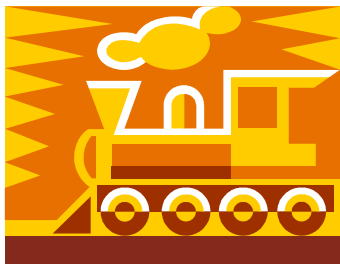
Coach, to what extent do you go to assure that the outcome of Friday night's game is favorable? To what extent do you go to make sure your team is prepared for competition, aware of the other team's offensive and defensive tendencies, and prepared to make the plays that contribute to victory?

I would dare say that most coaches make that extra effort to assure that the week's practices are planned to cover those things that the team needs to work on to assure success. My guess is that the successful coach leaves no stone unturned when it comes to preparing the team for opponent's tendencies. And coaches do all within their ability to assure that athletes are properly conditioned to play the full game.

Yet, what level of effort is exerted to assure that good sportsmanship is the intended outcome? How much effort goes into teaching and modeling proper behaviors? Is sportsmanship valued at the same level as victory?

In his book “212°, the Extra Degree,” author Sam Parker has grasped onto a unique metaphor that is applicable to all of us regardless of our station in life. Parker makes the point that, at 211 degrees, water is hot, but at 212 degrees, water boils. And with boiling water, comes steam. And with steam, you can power a train.

His point of emphasis is that it only takes one degree to go from having hot water to having sufficient force to power a locomotive. This analogy shows how seemingly small things can sometimes make tremendous differences. If we go that extra degree in our efforts in a variety of areas, it can make a drastic impact.



So, using that two-twelve metaphor, I would ask, how much more successful would our sportsmanship efforts be if you were to give that extra effort in your expectations for great sporting behaviors?

I am a strong believer that the coach is the principal determinant in modeling behaviors. If the coach respects officials' decisions, if the coach doesn't make excuses for the outcome of contests, and if the coach demands similar behaviors from his or her team, good sportsmanship is more likely to occur. Team members and spectators feed off the behaviors of the coach; if the coach yells and disagrees with officials' calls, it is likely that team members and spectators will take that cue. Likewise, if the coach respects the opponent and accepts the officials' calls without great discourse, it is likely that the majority of athletes and spectators will follow that lead.

Coaches spend a lot of time with their athletes practicing tackling drills, setting volleyballs, or shooting free-throws, yet, how much time is spent talking about and modeling sportsmanship expectations? Do your athletes know what is expected of them when calls don't go their way? Do they understand your expectations when you win or lose a close contest? Do they know how you want them to respond when an opponent taunts them or makes inciting comments? Have you prepared your athletes for the proper behaviors when playing in a hostile environment? Have you instructed and modeled how you wish the visiting team's locker room to be picked up and cleaned before leaving their facility? Have athletes been instructed on what their reaction should be when an opposing player is ejected from a contest or is injured? These are all important preparations that coaches should undertake to make sure their teams are truly prepared.



It disappoints me when I view the ejection statistics at the end of the school year and see that some schools have had six, eight, or ten ejections during that school year. That tells me that, potentially, there are coaches and administrators who are not teaching and

~Cont. on Page 10~

“Heat Up Your Sportsmanship Efforts to 212°” ~Continued from Page 9~

modeling appropriate behaviors. In the realm of educational athletics and activities, the athletic court or field should be an educational laboratory. Somehow, we have developed double standards about the behavioral expectations in the academic classroom as compared to the activities classroom.

I would challenge coaches to go that extra “degree.” The extra effort you make in assuring that your athletes are taught and modeled expected behaviors will go a long way toward improving the sportsmanship on your team and in your school. Please make certain that your athletes know and understand your expectations for sporting behaviors. Please do your part to ratchet your sportsmanship efforts up to the full 212°!

2010 CHEER AND DANCE CHAMPIONSHIPS



Plans are in place for the 2010 State High School Cheer and Dance Championships on Friday-

Saturday, February 19-20. Friday is a tentative date, as the exact timing will be predicated based on the number of registrations received. The 2009 championships experienced a nearly 33% growth over the 2008 championships, and if a similar growth is experienced this year, the championships may have to be expanded to a two day competition. Last year, nearly 1,800 competitors participated in the State Championships, with some 185 individual performances. The Grand Island Events (Heartland) Center has proven to be an outstanding venue to host the championships, and will again be the site of this year’s championships.

The championships will feature three cheer and five dance divisions for classes A, B, C & D. Separate competition floors will be featured, with the ability to have a performance nearly every three minutes. It’s a busy day, but one that is exciting for the teams. The pre-

registration deadline for this year’s championship is Monday, December 14, and registrations must be postmarked by that date. The Cheer/Dance Handbook, which includes the registration material, is available on the NCA’s web page at ncacoach.org. Score sheets are still being updated and will be available shortly.



Thank you for running one of the best organizations in the state! The clinic, awards banquet, all-star games and “the millions of little things” you do mean so much for this great profession!
Jerry B.



I would like to thank you and the association for allowing me to play in the all-star game. I had a blast and the experience was something I’ll never forget.
Trent M.

I wanted to thank you for the opportunity to coach in the All-Star game. It was a great experience and we were treated “first class” as usual. Please pass my appreciation on to the NCA Board. This was an experience I will always remember.
Mark H.



I want to thank you for the golf Coach-of-the-year honor. Wow! This is award that I will always treasure because it is voted on by peers. The banquet was awesome. I will put my plaque up for others to see and wear the ring proudly. It is an honor to be able to accept the award on behalf of our golfers and school also. Randy A.



Nebraska's Independent Colleges

Nebraska's independent colleges are proud to sponsor the 2008 NCA/NSIAAA Sportsmanship Summit and the Sportsmanship Awards to be presented at the Girls and Boys State Basketball Tournaments in 2009.

Consider private college choices:

Bellevue University	Hastings College
College of Saint Mary	Midland Lutheran College
Concordia University	Nebraska Wesleyan University
Dana College	Union College
Doane College	York College
Grace University	



Nebraska's independent colleges include the 11 private colleges and universities that are members of the Nebraska Independent College Foundation.

For more information, go to: www.nicf.andyou.ws
use: 9999 as your personal access number!

NCA Scholarships

Last year, due to unforeseen circumstances, the scholarship previously underwritten by Farm Bureau, was not available. This year, the NCA Board of Directors voted to undertake the sponsorship of this program. Eight

scholarships, in the amount of \$500.00 each, will be awarded. Two scholarships will be awarded in Districts I and II, and one in each of the other four NSAA state districts. In order to be eligible to apply for this scholarship, a student must: be in the upper 25% of their class, be at least a two year participant in two sports, have earned a varsity letter in two sports, have a minimum ACT score of 24, and include at least one letter of recommendation from a high school coach with the application. The scholarship application form may be found by clicking on the 'Awards' tab on the NCA web site at ncacoach.org.



CANCER AWARENESS AND RESEARCH SUPPORT

At the summer clinic, a presentation was made dealing with a fund raiser for breast cancer research. The NCA office received some concern voiced by a couple of conferences regarding our endorsement of this activity. First off, let me say that we are not in a position of endorsing these programs. Our intent is to create an awareness of them and let the coaches, schools or conferences make their own decision. We fully understand that schools are inundated with requests for advertising, promotional gimmicks, etc., but again, you can make a choice as to your involvement.

CANCER AWARENESS AND RESEARCH SUPPORT

With that in mind, the NCA office has been contacted by the American Cancer Society and the National Association of Basketball Coaches. They have banded together to promote Coaches vs. Cancer. I don't know of many people whose own lives haven't been touched by the loss of a loved one or a friend. My own father passed away 1 ½ years ago to the ravages of lymphoma, so I understand this devastating disease. Since 1993, coaches from across the country have

raised more than \$55M for cancer research, to provide up-to-date cancer information, and serve as an advocate for public health policies.

You have several options as you can do any of the following: #1 - request and return a Toolkit Request Form and receive materials and resources to implement a successful CVC activity, #2 – designate a home game as Coaches vs. Cancer “Game DEay” and recruit others in your school to get involved, Step #3 – with your school’s CVC team, develop your game plan to raise money to beat cancer, plus other options.

The key issue is that any funds raised remain in Nebraska. For additional information you may contact Mike Lefler, Regional Director of Communications for the American Cancer Society at 402-423-4893 or email him at mike.lefler@cancer.org. Again, this is an option that you may pursue to support cancer research and awareness.

ALL-STAR WAKE-UP CALL

The Nebraska Coaches Association has taken a lot of pride in hosting the various All-Star Games over the past decades. The boy's basketball game has been around for 41 years, the girl's basketball game for 30 years, the volleyball match for 26 years and the newest game, the softball doubleheader, for 5 years. During that time frame, nearly 2,500 student athletes have been recognized for their accomplishments, along with their coaches and the schools which these kids represent. Also during that time, 408 coaches have had the experience to coach in the All-Star Games. What a great opportunity this has been for all of those kids and coaches who have been involved!

ALL-STAR WAKE-UP CALL

Generally, the games have been 'break even' for the NCA, except over the past four to five years. The losses seemingly coincided with the decision to add softball to the mix, but after further review, that is not necessarily the case. To give you an example:

Year	Revenue	Expenses
2005	\$18,800	\$18,875
2006	\$19,900	\$18,000
2007	\$14,400	\$18,800
2008	\$21,000	\$20,500
2009	\$16,300	\$19,700

Year	Revenue	Expenses
2005	\$18,800	\$18,875
2006	\$19,900	\$18,000
2007	\$14,400	\$18,800
2008	\$21,000	\$20,500
2009	\$16,300	\$19,700

That is a loss of nearly \$5,500 over the past 5 years with \$3,400 of that loss coming this year. The NCA realizes that this year was unique with the downturn in the economy and it could have been expected that there would be a



slight drop-off. The real kicker is that none of these expenses include staff time, which probably adds an additional \$5,000 per year in expenses resulting in a substantial loss to the NCA.

The membership, through the Board of Directors, has deemed that the All-Star Games are important, and the NCA staff fully supports that contention. I don't think you will find many All-Star Coaches or players who didn't have a wonderful time at the camp and games. Over the past 25 years, the NCA has requested that coaches agree to attempt to sell books of tickets and booster ads to support the games. For volleyball and basketball, that figure was \$250 and it remains at that same amount, for softball it is \$175. To accommodate the funds raised and the expenses incurred, the practice time for basketball and volleyball was reduced from 5 days to three days and two nights. Housing costs, meals, transportation, awards, and everything else has continued to rise. Some coaches have suggested that we bring the kids in for one day of practice and play the game that night, but that really makes it "just another all-star game", and not an "experience". The NCA wants to make the players feel like this is something special, and we either do it right or don't do it at all!



MOST coaches have taken it upon themselves to support the All-Star series with their efforts to raise the funds necessary to



continue with the games. Some coaches raised much more than the requested amount. Some coaches give the booster form to their players and ask them to raise the funds. **MOST** all-star games **REQUIRE** that the funds be raised before the player checks into the camp, but the

Nebraska Coaches Association has not bought into that theory. Even coaches who have done nothing to support the games continue to nominate players, attend the games to present the plaque and also receive the honor of having a player participate. The NCA's



philosophy has been that the selected player will not be penalized by the lack of effort of these few coaches who don't make the commitment to support the All-Star Games.

The Executive Director has been directed to raise and manage the funds

necessary to support all of the programs of the NCA, including the games, banquet, clinics, scholarships, Sportsmanship Summit, etc. If you are nominating a player, please consider sending a \$25 nomination fee. If you have a player selected, you are expected to make every effort to raise the necessary funds to support the games **YOU** have requested and **YOU** feel important enough to nominate one or more of your players. This is **YOUR** association and **YOUR** support is essential!

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**Know someone who is not a member?
Encourage them to join the Association today!
A blank membership card is available on page 12 of this issue.**