

WINTER 2010

The official publication of
Nebraska Coaches
Association

nebraska coach

2010 CLINIC KEYNOTE

The 2010 Multi-Sports is setting up to be another great clinic and will kick off on Tuesday, July 27 with a keynote address by Nebraska Head Football Coach Bo Pelini. The end of July is an extremely busy time for Coach Pelini, and we appreciate him taking time to address the clinic. The Huskers are coming off an exciting season, and the expectations are high for 2010. Coach Pelini brings his expertise in coaching from the high school, college and professional ranks. His enthusiasm is contagious and that will be apparent in his keynote address. Make sure you plan on attending the 2010 clinic on July 27-29 at North Star High School!



first team scheduled to compete at 8:00 a.m. and the final event at 10:05 p.m. Nearly 1,600 individuals will participate in the championships, with Classes A & B held in the morning/afternoon session and Classes C & D in the afternoon/evening session.

The championship schedule is available on the NCA's web page at ncacoach.org. There will be two panels of judges for both dance and cheer, which will allow performances

every three minutes. If you were unable to attend the championships the last two years, make sure you mark



your calendar now to attend this year. It is a phenomenal event and the teams put on a great show. The Heartland Event Center is located on Stolley Park Rd. just east of Locust St. in Grand Island, which is also the home of the new State Fair.

CHEER/DANCE STATE CHAMPIONSHIPS

The Nebraska Coaches Association and the Nebraska State Interscholastic Athletic Administrators Association will host the Third Annual State Cheer and Dance Championships on Saturday, February 20 at the Heartland Events Center



in Grand Island. This competition will feature nearly 200 individual performances, with the

**Nebraska Coaches
Association
2010 Multi-Sports
Clinic
July 27 – 29
Lincoln North Star**



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**Saturday Morning
 Sports Clinics**

2009 Fall Sports Season Only
 August 22 - October 24, 2009
 7:30 a.m. - 10:00 a.m.
 No Appointment Necessary

Nebraska Orthopaedic Physician's Outreach Clinics

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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

THE LEGISLATURE IS DOING WHAT?

By NCA Executive Director Steve Johnsen



Barely an issue of the *nebraska coach* goes by when the Nebraska Coaches Association isn't seeking your assistance for something. Now the request is more critical than ever. Many of you may have seen

articles regarding legislation pertinent to the NSAA, published in issues of the Lincoln Journal Star or the Omaha World Herald, or for those of you living west of Grand Island, online.

NOTE: Our newsletter still travels west of North Platte! Enough said about that.

The NSAA is under fire from our state Legislature with the introduction of LB1021 by Senators Bill Avery and Kathy Campbell. The meat of the legislation would require the NSAA to abide by the open meetings law, require term limits on members of the NSAA staff, specifically the Executive Director, as well as limits on Board of Control members. It goes on to question representation issues by each district with regards to student enrollment. Additional issues are that the NSAA would be expected to reevaluate the districts every ten years based on the US census, each district would be required to select a committee on appeals with each district making rulings relative to rules violations, interpretation of constitution and bylaws, consider hardship waivers and schools appeals. It's ironic that the NSAA is celebrating its one hundredth anniversary the very year that it comes under attack!

Why should members of the Nebraska Coaches Association have any interest in how the governing body of Nebraska high school athletics is administered? Realistically, you should have a huge interest, as the entire landscape could conceivably change if activities governance should come under the state Legislature, the State Department of Education, or the State Board of Education. I'm not necessarily indicating it could be horribly worse, just different. Change isn't always bad, but "if it ain't broke, why fix it?" The rationale for this move by the Legislature,

on the face, is somewhat vindictive. After sitting through hearings in front of the education committee and listening to testimony bashing the NSAA, the Executive Director, the Board of Control, and even the rationale for the existence of the NSAA, it appears this is a last ditch effort to take over the control of the NSAA or dissolve it as we now know it.

To address each separate issue would require pages, but let's focus on a couple of the key elements of the legislation. First off, the NSAA was established by schools desiring an even playing field in activities, where each school was expected to follow the same rules when it came to length of season, numbers of games played, and rules governing the individual sports. Simply put, the NSAA was established as the sheriff of sports and activities, but with powers only vested in the NSAA that the member schools deemed necessary.

Let's take a look at redistricting. Realistically, this is an issue that should have been addressed years ago. Without question, the districts as they now exist are definitely biased toward the smaller schools. The NSAA was formed with a one-school, one-vote philosophy with the difference in enrollment adjusted by the representation in the legislative assembly. It appears the issue the Legislature is raising is critical of the Board of Control representation. It is based on district lines established years ago and has not been adjusted to accommodate the dramatic change in student enrollment, as well as the numbers of schools represented by each district. Conceivably, this is a major issue, one that needs to be addressed to allow for a more equitable representation of actual numbers. However, if it is based strictly on student enrollment, not knowing the exact numbers of students in each district, essentially Lincoln and Omaha would have potentially four of the six Board of Control members. The western district would begin about Highway 281 and run to the west. Is this equal representation? When decisions are made regarding an equal playing field when it comes to tournament site selection, travel distance, and costs to support the various programs, would this arrangement create a fair

~Cont. on Page 4~

THE LEGISLATURE IS DOING WHAT?

~Cont. from Page 3~

playing field for those communities west of Highway 281?

It is also interesting that the Legislature is intent on forcing term limits on Board of Control members and the Executive Director. Let's face it, term limits were enacted in our Legislature to get rid of one state senator, and if you don't believe that you are sadly mistaken. The same situation would arise with the Board of Control as has with the Legislature, ill-prepared representatives making uninformed legislation, and once you have the opportunity to learn the ropes you are gone. The biggest kicker is that they are also legislating term limits on a duly "hired" employee, not an elected position. How absurd is this? Does that mean school employees, particularly administrators will be term limited out of their respective positions every nine years. It's also ironic that the nine year term limit proposal hits our current director, Dr. Jim Tenopir, as he begins his ninth year. Tell me this isn't vindictive!

Do we really need an across the board overhaul of the present system in the NSAA? Or is it just due to have some fine tuning? From my perspective, cooler heads need to prevail and the NSAA has already addressed issues of representation. Whether or not the legislation passes is the question. I'm not here to tell duly appointed district representatives how to vote at the representative assembly, but I am here to suggest that they take a real close look at what could happen if LB1021 gets out of committee and reaches the floor for debate and a potential vote. We may not all agree with the NSAA on every decision they make, but the bureaucracy that the Legislature is suggesting would create a whole new realm of problems. It appears the Legislature has too much time on their hands, and what time they do have could be well spent working on the budget deficit they have gotten us into.

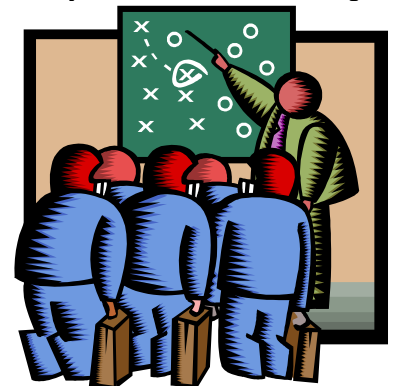
Coaches need to be proactive by contacting the parents of their athletes and have them contact their respective state legislators to disapprove of the present legislation. Just a cautionary note, before using the school email or anything on school letterhead, you may want to check with your

school administration to get permission. Ideally, the best scenario is that your respective Board of Education passes a resolution opposing LB1021. At this point, the worst thing you could do is take no action, but we must be proactive. If you have any questions, please don't hesitate to contact the NCA office at 402-434-5675. Inaction may mean a whole new ball game, one that can't be won.



HEARD A GREAT SPEAKER?

The Nebraska Coaches Association is in the middle of setting up the 2010 Multi-Sports Clinic, and we are always in need of adding to the list of potential speakers. If you have heard someone recently who would be a GREAT fit for our clinic, take the time to drop us an email or give us a call with the contact



information. Our email address is steve@ncacoach.org or you can call the office at 402-434-5675. Thanks for your input!

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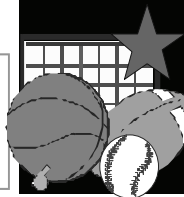
What are your goals? BHS is a small school and I have little secretarial help. I am responsible for all of the paperwork in the athletic department. I need to save time and effort on the mechanics of managing my department so I can spend more time with my Athletes and Coaches.

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.

What does Schedule Star do for you? With Schedule Star, all of my information is organized in one place. I do my work once and the information flows everywhere I need it to be. Schedule Star really is like my "Silent Assistant".

Do you save time? Absolutely!! HighSchoolSports.net is great and cuts down on all of those calls into my office. And, if I ever need any help, I just pick up the phone and call. The 24/7 Customer Support is free and the technicians are always pleasant and helpful. I also had a free on-line training so I could learn all of the ways that Schedule Star saves me time.

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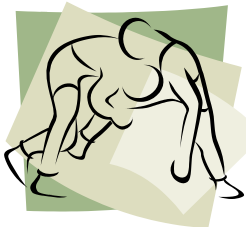
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STATE CHAMPIONSHIP HOSPITALITY ROOMS

It's hard to believe that the winter sports state championships are on the horizon, but they are quickly approaching. The Nebraska Coaches Association has been actively involved for years in co-sponsoring the various hospitality rooms during state tournaments. Budget cutbacks haven't been limited to just corporate America or education; we have also experienced the same funding issues. Last year, Pepsi products were no longer available at Pershing, as they pulled their underwriting, and this year the same thing may very well happen at the State Track Meet. We sincerely hope that the slow recovery we are experiencing will eventually allow Pepsi to recommit to providing product to our hospitality rooms. The rooms will be provided on the following schedule:

STATE WRESTLING



The hospitality room will be available throughout the tournament. The location is the same as the past three years, on the upper deck outside the west gates.

Coffee and donuts will be

available on the following schedule:

Thursday, February 18 – 6:00 a.m.-8:00 a.m. & 2:00 p.m.-4:00 p.m.

Friday, February 19 – 6:00 a.m.-8:00 a.m. & nothing provided as the pizza feed is during the next weigh-in time frame.

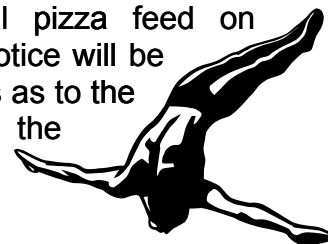
Saturday, February 20 – 6:00 a.m.-8:00 a.m.

The room is sponsored exclusively by the Nebraska Coaches Association for wrestling coaches only. We appreciate your cooperation in not removing food or beverage items for family members. The costs incurred at the Qwest Center are exorbitant, but we feel it is important we provide this service to coaches.

NOTE: Coaches are reminded that they may store coats, medical kits, etc. in the hospitality area, but the Nebraska Coaches Association, the Nebraska School Activities Association, nor the Qwest Center will be responsible for items left in the room.

State Swimming & Diving

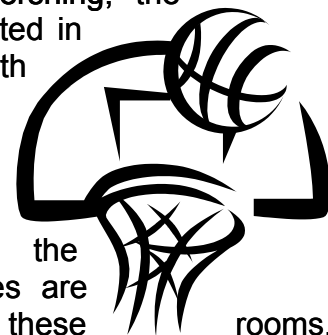
The Nebraska Coaches Association is planning to sponsor the annual pizza feed on Friday, February 26. Notice will be sent to all swim coaches as to the time and location of the feed.



State Girls and Boys Basketball

Hospitality rooms provided compliments of the Lincoln Visitors and Conventions Bureau will be available at both Pershing and the Devaney Sports Center. At Pershing, the hospitality room is located in Room 121 in the north hallway.

At the Devaney Sports Center, the room is the VIP room off the northeast corner of the playing floor. Coaches are encouraged to visit these rooms, but your cooperation is appreciated by not taking food or beverage items to family members.



nebraska coach

Official Publication of the Nebraska Coaches Association

PO Box 80727
Lincoln, NE 68501-0727

Volume CMXCXV
Issue VI

Editor

Steve Johnsen, NCA Executive Director

Executive Board

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President-Elect: Jeff Bellar
Vice President: Rocky Ruhl
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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!

STATE BASKETBALL RESERVED SEATING

The Nebraska Coaches Association will sponsor reserved seating at the Devaney Sports Center throughout the Girls' and Boys' State Basketball Tournaments.

The seating area will continue to be in the northeast corner of the Sports Center, just above the scoreboard. Coaches and/or Athletic Directors wishing to sit in the area must produce their respective membership cards, and if questioned, possibly a photo ID. The area is first-come, first-served. No children will be permitted in the seating area at any time. Based on space available, spouses will be permitted to sit in the reserved section as long as they are accompanied by the member coach/AD.

AS A REMINDER, YOUR NCA/NSIAAA MEMBERSHIP CARD IS GOOD FOR SEATING ONLY AND DOES NOT INCLUDE ADMISSION TO STATE TOURNAMENT GAMES.

SCHOLAR ATHLETE PROGRAM RENEWED

The Nebraska Coaches Association Board of Directors has determined that the Scholar-Athlete Scholarship Program should be renewed. Eight \$500 scholarships will be awarded, with each NSAA district having at least one winner. Recipients and their parents will be invited to attend the 2010 Awards and Recognition Banquet. The scholarship

program will be funded from receipts provided by the NCA's share of the Nebraska State High School Cheer and Dance Championships. Application forms are available on the NCA's web site at ncacoach.org, click on "other forms" and then applications. Forms were also emailed to every Athletic Director's office. If you have any questions, please don't hesitate to contact the NCA office at 402-434-5675.

SERVICE AWARD UPDATE

The Nebraska Coaches Association has always been proud of the extensive awards

program offered for coaches. A brand new program is now in place and will be implemented with the 2010 Awards and Recognition Banquet on Sunday, July 25. The new award is similar to the 25-Year Award and will include service levels of 35, 40, 45 and 50 years. (We actually know of a couple of 50-Year Award level coaches.) The 25-Year Award does not require active membership in the NCA.

It has been decided that coaches will be honored for the highest award for which they now qualify, that we won't play catch-up. In other words, if you have now qualified for the 40 year award, you will not receive the 35 year award.

It has always been the philosophy of the Nebraska Coaches Association Board of Directors that the 25-Year Award did not require membership in the NCA. That will change with the new awards. The intent of the award is to recognize longevity and service to coaching, but it is also felt that service and membership in the NCA should be a prerequisite. A membership requirement will be part of the award application for this new award, so make sure you pay close attention to those requirements.

The application is available on our web site at ncacoach.org. Click on the awards button and scroll to Service Awards. Make sure you qualify based on the listed criteria. This is by self-application, but if you know of someone who has retired and may not be receiving the *nebraska coach*, let them know about the new awards.



You have to expect things of yourself before you can do them.

Michael Jordan

SUPPORT FOR CORPORATE SPONSORS ESSENTIAL

Over the past 20 years, the Nebraska Coaches Association has received in excess of \$750,000 in both financial and in-kind support. Those contributions have been essential to continue the operations and programs of the NCA. In recent months, the NCA lost the Gatorade contract, which had lasted for nearly 20 years. They had also provided the NCA with a significant amount of product including coolers and ice chests that were given away at the Annual Multi-Sports Clinic, used on the sidelines of various state tournaments, and also graced the hospitality tent at State Track. The loss of that contract has proven to be huge. They have also discontinued support of every other state coaches association with existing contracts not being renewed.

Another company that did not renew was Farm Bureau, who had been a long time supporter of the Scholar Athlete Scholarship Program. The program was dropped last year but renewed this year at the NCA's expense.



We now must focus on the sponsors that remain faithful to the Nebraska

Coaches Association. One of our longest sponsors has been **Nebraska Orthopaedic and Sports Medicine, PC** in Lincoln. Along with providing funds in support of both the NCA and the NSIAAA, they have also provided valuable health-related presentations at both the NCA Multi-Sports Clinic and the Athletic Director's Conferences. If you are in the Lincoln area, please consider their tremendous medical staff for your team's needs. **Schedule Star** and **highschoolsports.net** have been one of our newer sponsors, as we are in the fourth

year of a five year contract.



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If I were an athletic director, I wouldn't be without the services that Schedule Star can provide when it comes to scheduling, transportation, the use of officials, etc. If you don't yet work with them,

it would be worth your time to visit them at 800-258-8550 or at www.ScheduleStar.com. Coaches are encouraged to check out the website dealing with sports and HighSchoolSports.net and see what services they can provide for you.

Several years ago the Nebraska Coaches Association and the Nebraska State Interscholastic Athletic Administrators Association



formed an alliance to promote the values of good sportsmanship. The results have been nothing short of amazing. The sportsmanship Summit has now gone on for eight years with some 10,000-11,000 attendees. The Sportsmanship Awards have been presented for over 10 years at the State High School Girls' and Boys' Basketball Tournaments, and this year will be expanded to State Soccer. **Awards Unlimited** was the first company to step up with their support of the sportsmanship program by sponsoring the awards presented at the State Basketball Tournaments. They continue to sponsor the awards at no cost to the NCA/NSIAAA and will also sponsor the new awards at State Soccer. For the first couple of years of the Sportsmanship Summit, the NCA bore the burden of the financial support, losing a few thousand dollars each year. When Jack Pierce

of the **Nebraska Independent College Foundation** met with the NCA with a proposal to provide the necessary funds to sponsor the summit as well as costs related to the Sportsmanship Awards, it gave a huge boost to continue with this program. You can support both of these sponsors by purchasing your awards from Awards Unlimited and encouraging your student-athletes to take a look at the private colleges to further their education.

Russell Athletics has also been a key contributor to the success of the Nebraska Coaches Association All-Star series



by providing the uniforms worn by the athletes. They also have provided product for the NCA staff and Board of Directors over the length of our relationship with them. The **Nebraska Army National Guard** has also stepped up to the plate in providing funds for various advertising opportunities with the NCA, as well as the helicopter rides provided at the Multi-Sports Clinic. In recent years, **Agile Sports/Hudl** has assisted with support for Coaches Night Out and the Football Clinic. All of these contributions are essential to the total operation of the NCA.

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ALL-STAR NOMINATIONS AND EVALUATIONS

In 2009, the Nebraska Coaches Association began doing many of the traditional mailings via email. That includes the All-Star nomination and evaluation process. Every attempt is made to make sure that coaches and athletic directors are contacted with the information so everyone should have the opportunity to nominate a deserving player. The timelines are similar each year, so coaches should be paying attention to their school emails. Make sure you abide by all deadlines, as we would hate to overlook a deserving player. The All-Star Basketball Nominations were due on Friday, January 29.

Regarding evaluations..... please, please, please complete the evaluations on players you have seen play this year and return them to the NCA office by the appropriate deadline. Many times, some nominees receive 1-2 evaluations when all teams have played some 20 games. How would you feel if you had a deserving player and only 1 or 2 coaches took the time to evaluate them? Be fair to the athletes and give each of them a fair opportunity to be selected for the All-Star Games.

NOMINATIONS NEEDED!

Nearly every nomination form the NCA used to mail out is now available on the NCA's web site at ncacoach.org. The only problem we actually experience with this new method is with those of you that still won't turn on your computer, check email, or check the stock market prices! However, that doesn't lessen the importance of getting nominations to our office in a timely fashion. Most nominations are due in the NCA offices by **March 1**. Please consider nominating people for any of the following awards:

25-Year Coaching/AD Award

The NCA has done a great job in catching up with this particular award, as more than 200 coaches have been recognized in the last 10 years. You may self-nominate or nominate someone else who has reached this milestone. You can find the nomination form by clicking on the drop down button for awards and then to the 25-year nomination form. You can complete the form on line and submit it to us electronically.

Media Award

Every year the NCA recognizes the contributions to our high school programs by presenting the Media Award. The previous winners have included radio and television personalities as well as the print media. Coverage of high school events is a key to the success of our respective programs, as along with reporting of completed events, media also provides dates and times of upcoming events. If there is someone in your community who does a great job in reporting high school athletics, please nominate them for this award. You can go to the web site at ncacoach.org, click on awards and then the media award. Make sure you provide written nominations as well as the on line form. Thanks in advance to taking the time to nominate these deserving people.



Milestone Award

The Milestone Award was initially introduced in 1992 to recognize success and longevity in the coaching field. There are four levels of achievement, Levels, I, II, III, IV. The first three levels are presented at the various sports meetings or mailed to the recipients, and the Level IV award is presented at the Awards and Recognition Banquet. This is another award that is completed by application of the respective coach. Again, you can go the NCA web page at ncacoach.org, click on awards and go to the Milestone Award button.

Jim Farrand Junior High/Assistant Coach of the Year

The Nebraska Coaches Association has sponsored this award for over twenty years, and it continues to be one of the most important awards of all those provided. It's amazing how many times I read an article about a particular game and see where the head coach mentions his staff and the great job they did in preparing the team. These same coaches, who many times work in obscurity, don't often get the recognition they deserve. This also includes junior high coaches who begin the process of working with the younger athletes and preparing them for freshman, reserve and other levels in the various programs. This award provides you the opportunity to recognize their contributions. Take the time to submit your nomination by going to the NCA web site at ncacoach.org, click on awards and then to the Jim Farrand Award. Make sure you have letters of recommendation along with the nomination form.



WEB RELEASE OF ALL-STAR TEAMS

The NCA will be releasing the members of the 2010 All-Star Basketball Teams on or about **April 1**. Every attempt is made to secure commitments from every selected player within a week of the selection meeting, but some kids don't respond as quickly as others. The All-Star Softball and Volleyball Teams are posted on the website.

OFFICE INFORMATION

Address:

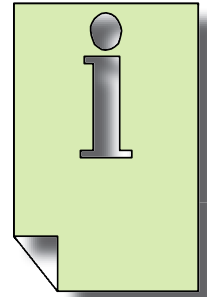
Nebraska Coaches Association
PO Box 80727
Lincoln, NE 68501-0727

Location:

500 Charleston St.

Phone numbers:

Office 402-434-5675
FAX 402-434-5689
Ticket 402-434-5688



Email:

Steve steve@ncacoach.org
Vicky vicky@ncacoach.org
Saundi saundi@ncacoach.org

Web Site:

ncacoach.org

THANKS TO OUR STAFF

All too often, we fail to thank those who do the most. In the past six to eight years, the NCA has taken on several new initiatives, including the Sportsmanship Summit, the Sportsmanship Awards, and the Cheer and Dance Championships, just to name a few. These activities take a huge amount of detail work just entering every name, school and other information. Without the assistance of our support staff of Saundi Fugleberg and Vicky Johnsen, the office wouldn't run anywhere near as efficiently or effectively. A special thanks to them for all they do for the association.

Also, a special thanks for the assistance given to us by the staff of the NSAA. Dr. Tenopir and his staff do an outstanding job in administering the activities of the NSAA, as well as providing the NCA office with invaluable information, mailing addresses, emails, etc.

The entire executive staff, as well as the support staff, should be commended for the exceptional job they do for member schools. We appreciate their efforts!

THANK YOU

COACHING THE “LITTLE ME”



By Dr. Jim Tenopir, NSAA Executive Director

World-renowned Italian tenor Enrico Caruso headlined the Metropolitan Opera in New York City for some eighteen years in the early 1900's. The unique

quality of his voice and his knack for acting made him the perfect headliner.

It was opening night with a packed house, and Enrico Caruso was ready to make his debut. Waiting in the wings with the orchestra playing, Caruso began yelling: “Get out! Get out! Get out!”

Startled, the director expressed concern. To which Caruso, replied, “I was ordering the ‘Little Me’ out of my body, the ‘Little Me’ that doesn’t think I can sing.”

How many times do we have self doubts about our abilities? How many times do we feel that we are unworthy of the assignment that has been given to us? How many times does self-doubt keep you from doing or mastering the thing that you are uniquely qualified to do?

It is the unique person who does not have self doubts at some times in the fulfillment of their duties and responsibilities. For educators and coaches, there are many times those self-doubts creep in. Am I preparing my students in such a fashion they will perform well on standardized assessments? Do I have the strength of character and the patience to address the irate parent without losing my composure? Am I well enough prepared to teach a quality lesson while the principal is observing me? Do I have the knowledge base to lead the curriculum committee to which I've been assigned? Do I have sufficient athletic training experience to properly treat an injured athlete? Is my knowledge of the sport sufficient to properly prepare my team for the upcoming opponent?

Many educators and coaches get their reinforcement from fellow educators, from school administrators, and from coaching

colleagues. Most successful people have identified that person or persons to whom they can turn for information, reinforcement, and affirmation—someone who can assist with positively channeling the “Little Me.”

But, how often have you stopped to consider the “Little Me” that each and every one of your students and your athletes bring with them to school and to practice each day? How often have you stopped to consider the information, reinforcement, and affirmations that your students and your athletes need to succeed in their pursuits?

The successful coach is that person who not only trains the student-athlete in the right methods to do a skill or technique, but that coach also understands that an important coaching component is understanding and coaching the “Little Me” that can prevent an athlete from reaching his or her full potential.

Some of the most successful coaches with whom I had the experience to closely work and observe are people who work at coaching the mind as much as coaching the physical skills. Kids come from a variety of backgrounds and environments. Some have very nurturing home environments in which parents and extended families serve in important roles of helping to provide affirmation and encouragement. Others students are not as blessed. Regardless of the environment from which your athletes come, it is important to spend quality time in helping students overcome that “Little Me” that wants to tell those athletes that they can't perform at the levels that you as a coach know to be true.

Too frequently coaches try to coach with the proverbial whip, rather than providing the reinforcement and encouragement that allows athletes to succeed. The Knute Rockne, in-your-face approach may work for some athletes, but for the vast majority of students, better production can come with positive strokes.

W. Clement Stone has been credited with the following paraphrased quotation, “What the mind can conceive and believe, it can achieve.” You can play a key role in the lives of your

~Cont. on Page 13~

COACHING THE “LITTLE ME”

~Cont. from Page 12~

athletes in helping them conceive and believe what they are capable of doing.

I would challenge you to step back and assess your approach to coaching. Might you see improved results if you help each of your athletes properly address the “Little Me” that limits their best production?

WORK YOUR SUMMER SCHEDULE AROUND THE 2010 CLINIC

The NCA fully understands that coaches may host camps and clinics up until July 31, but we encourage you to work it out so you and your staff may attend the 2010 Multi-Sports Clinic. The dates are July 27-29 at North Star High School and the clinic is already shaping up to feature an outstanding line-up.

“None of us are really born equal. The Talented have no more responsibility for their birthright than the underprivileged have for theirs. The measure of each is what he does in a specific situation.”
Vince Lombardi



2010 “Refuel With Milk” Grants Available from Dairy Council of Nebraska

The American Dairy Association and Dairy Council (ADA/DC) of Nebraska is offering “Refuel With Milk” Grants of up to \$4000 to Nebraska middle and high schools. Grants will be awarded to schools proposing a program targeted towards student athletes that:

- promotes milk consumption
- provides or improves access to milk
- educates about the importance of nutrition and milk consumption for health and athletic performance

All funded programs must be implemented between June 1, 2010 and May 31, 2011. Grants will be provided to individual schools; more than one school per district may apply. Previous grant recipients may apply, however they must describe how their program will be improved/expanded from the previous year.

Applications must be postmarked by April 2, 2010. Awards will be announced by April 30, 2010.

To learn more about the “Refuel With Milk” Grant and download the application, visit:

www.nebmilk.org/schools

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".

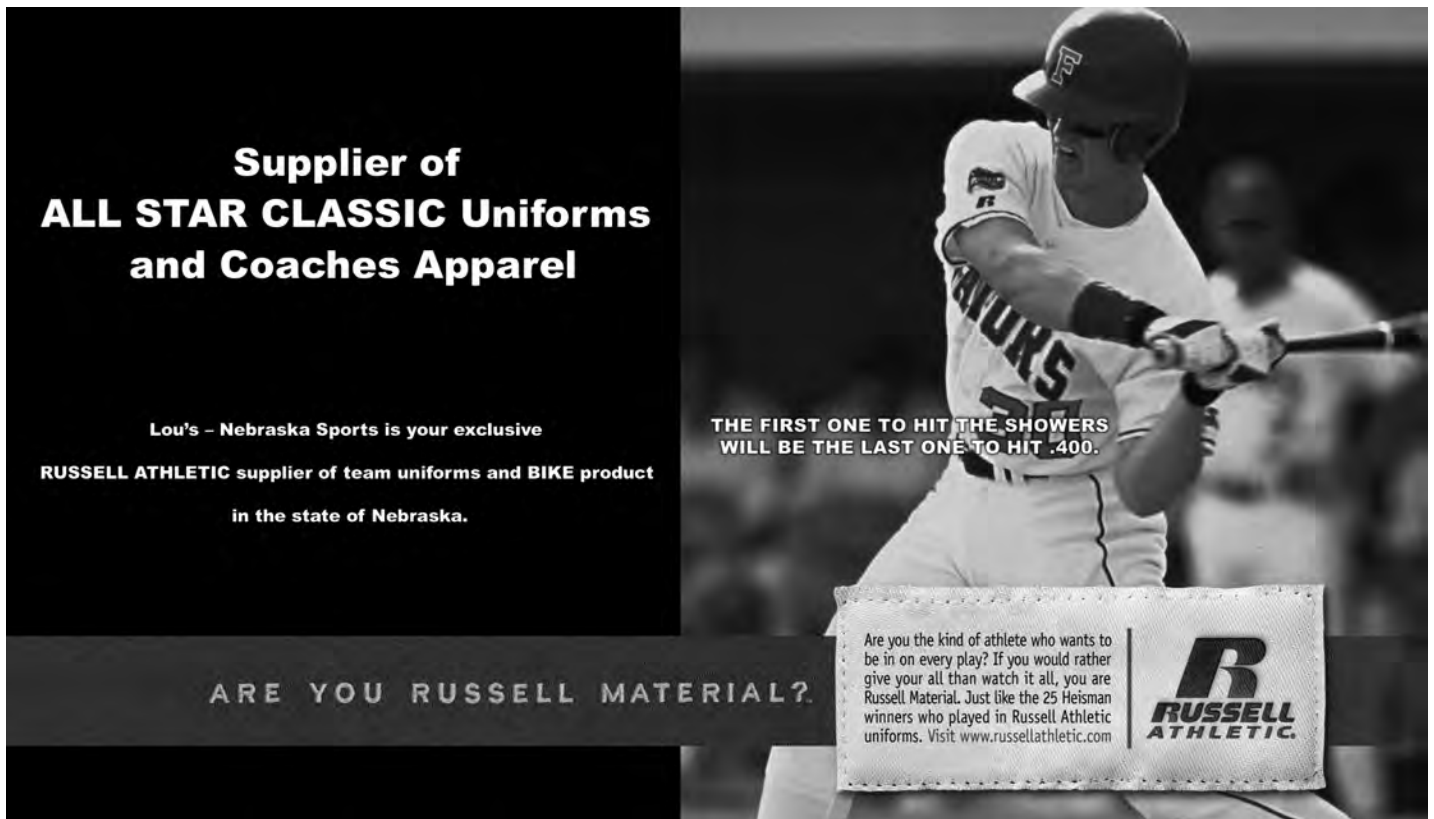
Silver Membership Eligibility

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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A blank membership card is available on page 15 of this issue.**