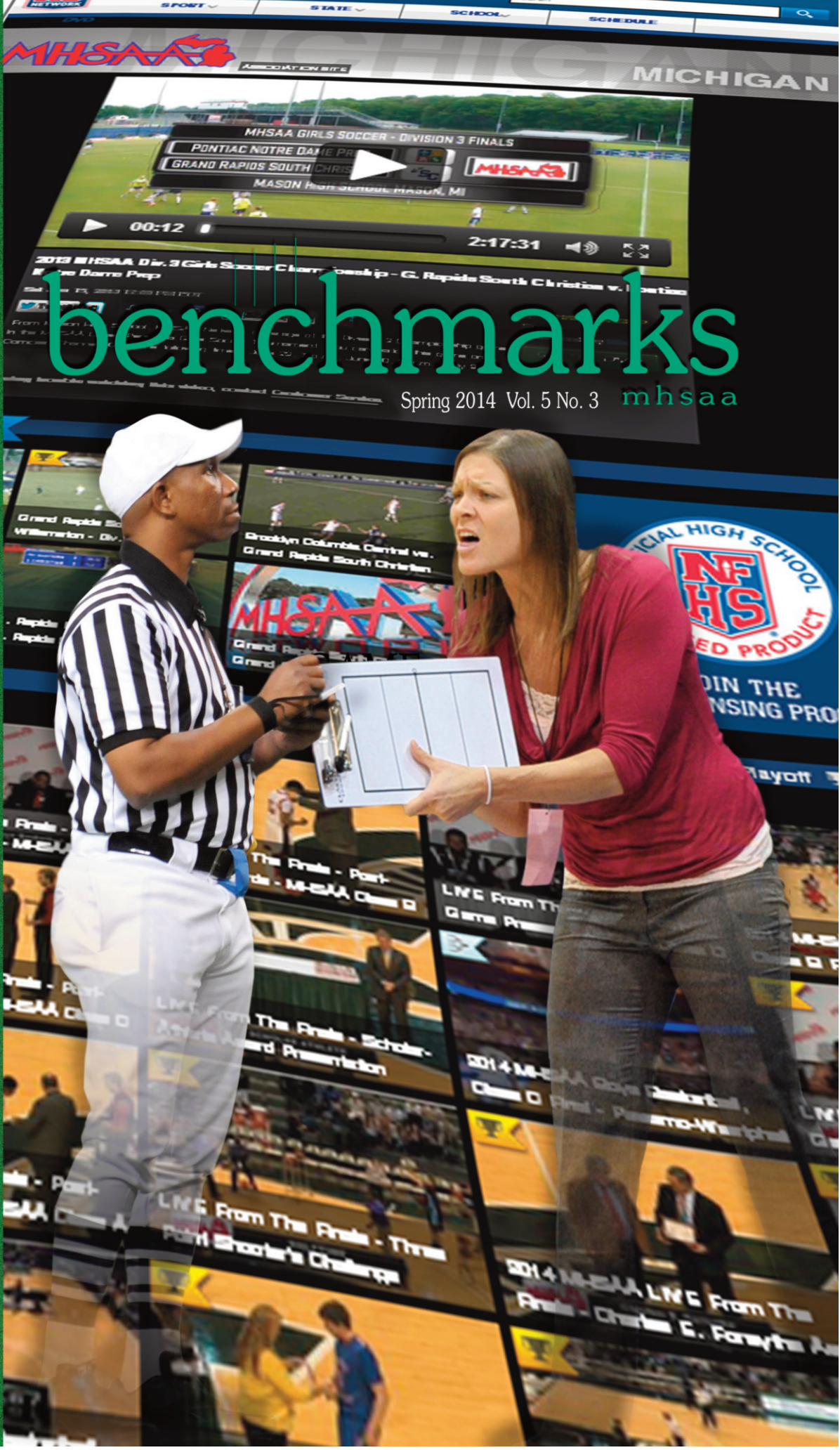


The Consuming Web of Video On-Demand



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benchmarks

Spring 2014 Vol. 5 No. 3 mhsaa

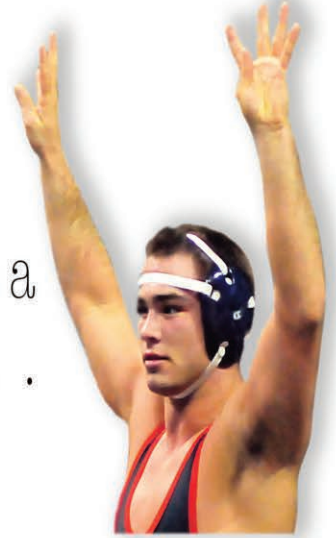




I have a
story...



I have a
story...



I have a
story...

I have a
story...



We tell their stories



by MHSAA



Cover Story: Online and On-Demand, Video is 24/7



4 Online and on-demand video of school sports has never been more accessible for those involved. The technology is a boon for coaches, students, fans and officials when used for all the right reasons.

MHSAA Staff

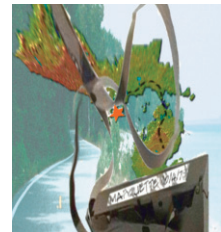
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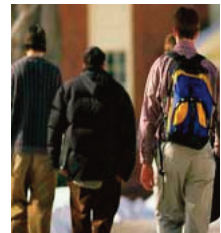
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Defining Film Exchange
 It took more than a couple mouse clicks to scout opponents prior to the instant video explosion. Tales of the tape from a road warrior.



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 Classifications for the 2014-15 school year have been posted, signaling the start of a new year.



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Always in the Public's Eye



This “wide angle” from the publisher carries extra meaning as this final issue of the fifth year of *benchmarks* takes a panoramic look at how video is being used by and is affecting the wide world of sports generally and how especially it is impacting the lives of those engaged in interscholastic athletics. Here is perhaps the most important effect.

As the years have passed, the risks and repercussions of a momentary lapse of judgment have grown exponentially. The Internet era has made the world so transparent and connected that there is no such thing anymore as a “private matter” or a “minor mistake.”

- Everything can become a public matter – instantly.
- Anything can become a major problem – overnight. Worldwide.

If an official misses a call in a JV contest, dozens of spectators are present to capture that moment in video on their pocket-sized device; and any one of them might send that video to relatives, friends or even the media, that very night. By the next morning, there is no limit to where that video could appear and who may view it.

If an athlete, coach or official misbehaves on their way home from a contest – perhaps merely joking and not really meaning what was said or done – that too can be captured on video, and that too can go worldwide by morning.

So the stakes are very high – for these individuals personally and for educational athletics as a whole – because every time one of these indiscretions goes viral we hand to the critics of school sports another reason to say our programs are not necessary – that they are not even healthy for kids.

Every one of us is within the wide angle video frame. Any one of us can earn a starring role in a sorry video. Instant Internet video has changed the rules – the rules of life even more than the rules of sports.

A handwritten signature in black ink that reads "John E Roberts". The signature is written in a cursive, flowing style.

John E. “Jack” Roberts
MHSAA Executive Director

No seat at any venue today is too far to capture moments of indiscretion forever. In school sports, we must keep that in mind to maintain our standing as the most responsible and wholesome forum of athletics at any level.



Valuable Leaders Leave Indelible Marks on School Sports

One weekend in mid-April was a particularly sad one for those who work in Michigan high school athletics or have appreciated the contributions from three who gave significantly to our games but died after long fights with cancer.

Mount Pleasant Sacred Heart's Keisha Brown, Grand Haven's Robin Bye and Haslett's Jamie Gent left memorable legacies in their passing – Brown on Thursday, Gent on Friday and Bye on Saturday.

Following are just a few details of their contributions to schools and sports, followed by a handful of Twitter posts celebrating their commitments.

Brown (below) in 2006 became the first and only female coach to lead a boys team to the MHSAA Basketball Finals, guiding the Irish to the Class D Final before they fell to Wyoming Trinity Christian. She also served as principal and athletic director at Sacred Heart and coached the



boys basketball team to a 114-30 record before taking over the Alma College women's program, which she coached through this season.

"RIP Keisha Brown. What a truly inspiring human being that battled cancer with courage and strength. My thoughts are with her family." – *Oakland Press* re-

porter Drew Ellis, formerly of the *Mount Pleasant Morning Sun*

"Rest in Peace Keisha Brown #TrueWarrior. Words cannot express my sadness #HeartBroken." – Alma College Sports Information Director Mike Hanson



Bye (above) worked in the Grand Haven school system for 34 years, including the last two-plus as athletic director after formerly serving as an assistant and a girls basketball coach. He also had been a middle school art teacher in the district, and last year received its "Spirit of Grand Haven" award for commitment and dedication to Grand Haven schools.

"Thinking of the Bye family tonight. Robin will be missed. As a person and an AD, he made me want to be better a person/coach. God Bless." – Grand Haven boys basketball coach Steve Hewitt.

"I will miss Robin Bye. He made a big difference for the youth in our town, more than an athletic director; an inspiration." – Grand Haven parent Pat McGinnis

Gent (right) began his career at Haslett in 1967 as a middle school teacher and high school coach in three sports. He was head coach of the track and field, boys basketball and football var-

sity teams at different times and began his second stint as the school's athletic director in 1991. He also was an MHSAA registered official for more than 15 years and a mentor to many both in the Lansing area and statewide through his contributions to the Michigan Interscholastic Athletic Administrators Association. He received the MHSAA's Charles E. Forsythe Award in 2008.

"He is somebody that we all admired," Duda said. "He was such a great role model for our students, staff and administration." – Haslett superintendent Michael Duda



"Jamie always made sure that officials who worked at Haslett had a safe and comfortable environment in which to do our jobs. He went above and beyond to be make you feel welcome." – Jeff Spedoske, Capital Area Officials Association President

— *Geoff Kimmerly*
MHSAA Second Half editor

Shots on Goal offers readers a forum for feedback. Submit your opinions, share your experiences or offer suggestions to benchmarks@mhsaa.com. Be sure to visit MHSAA.com for MHSAA Executive Director Jack Roberts' twice-weekly blogs. Comments are encouraged, and may also appear here in *Shots on Goal*.

Feel Like You're Being Watched?

A new generation will never know what it's like *not* to find video of anything it wants at any time it wants.

George Orwell's futuristic doom-and-gloom novel, *1984*, forecasts a society under the unyielding surveillance of its government. Citizens go about their daily lives incessantly reminded that "Big Brother is watching you," and the slightest misbehavior will have consequences.

Orwell might have been off by about three decades, give or take a couple years. but he really missed the mark on who was watching. Little brothers, sisters, cousins, parents, aunts, uncles, neighbors, peers and millions of other sets of eyeballs have the power of Big Brother today. If Orwell was to write a sequel to his 1949 work in 2014, the haunting mantra would be: "*Everyone* is watching you."



Such is the state of society today, and while not every misstep is subject to governmental discipline, make no mistake: people are watching, recording, and reacting to the proliferation of video that is available at everyone's fingertips.

For those involved in school sports, the on-



on MHSAA.tv and with its cable television partner, Comcast Cable, but this was going to break new ground.

This plan – known then as the Digital Broadcasting Program – was going to allow students to stream content of classmates during competition, and upload to a web portal for all to see. High school sports in

line, on-demand nature of video has provided unparalleled tools for evaluating performances while generating affordable coast-to-coast exposure for a prep athletic world trying to find its niche.

The consensus is that today's video resources are powerful tools for students, coaches and fans. Like the DeWalts and Black & Deckers hanging in the garage, it's important to use these tools with the proper supervision and respect for their power.

HOME GAMES

During the 2009-10 school year, the MHSAA dipped its toe into the video streaming currents by launching a pilot program with schools from the Capital Area Activities Conference in mid-Michigan. Participating schools were provided equipment and a robust streaming platform through When We Were Young Productions and its technical partner, PlayOn! Sports.

The year before, more than 400 events were aired

Michigan had a stage on which to display its product.

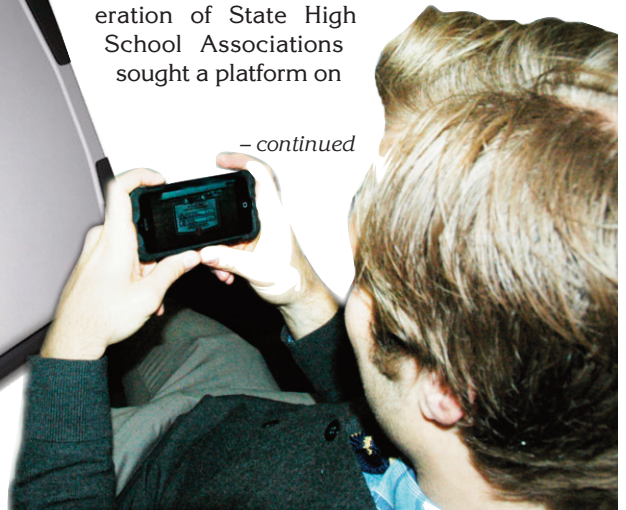
“And, it was free,” said MHSAA Communications Director John Johnson, recalling the “old” days of just five years ago. “We were able to provide more content to more viewers than ever before, and the results proved that we had an audience. Not only are our student-athletes being showcased, but their classmates are producing the content and gaining hands-on experience in a rapidly growing area of technology. It's a win-win.”

Traffic on MHSAA.tv more than doubled during the early years, reaching more than 1 million page views midway through 2009-10,

Better yet, there was no peak in sight, not only for Michigan, but other states which had tapped into WWVY and PlayOn!'s expertise and resources.

PlayOn!, based in Atlanta, purchased the Wisconsin-based WWVY in 2012, becoming the nation's largest rights holder and aggregator of high school content, airing more than 30,000 events annually for 34 state associations.

When the National Federation of State High School Associations sought a platform on



– continued

which to launch a national network, PlayOn! Sports was a natural fit.

“When we originally looked at the creation of a national network, the question was, ‘Do we want to go the TV route or streaming route?’ said Mark Koski, Director of Sports, Events and Development for the NFHS who also serves as the liaison between member state associations and PlayOn! “We realized quickly that streaming was a no-brainer. Why have just one ‘Game of the Week’ type of package on TV? Why eliminate anyone when we can open it up to all schools at any time and provide 24-hour access?”

For most state associations, the decision to join the NFHS Network was equally elementary, as most were already with PlayOn!.

When the NFHS and PlayOn! launched the NFHS Network in time for this school year (August 2013), 28 of the 51 state associations were on board as Network members. That number now stands at 34, with four additional states contributing some content to the network,

There are approximately 19,000 high schools in the country, and some two million events annually. Programming will not be an issue. In fact, it’s high time these events are brought before the public’s eye, in the opinion of the Federation. Two-thirds of the way through the first school year, the Network has done just that, airing more than 26,000 events.

“One of our biggest reasons for starting the Network, and a huge advantage that we enjoy over other programming, is that students who never received any type of exposure – like cross country, swimming & diving, track & field athletes – now have that opportunity,” Koski said. “And, we stream other activities; bands, orchestras, graduations. This is not only for fans, but for participants and families.”

With 34 states providing championship contests in various sports (the NFHS Network airs member tournament contests not under contractual obligations with other providers), the Network enjoys its heaviest traffic during tournament seasons, as the recent spike in viewership this March attests.

During the first three months of 2014 alone, the Network attracted 1.4 million unique visitors, fol-

lowing a successful four-month launch period last fall that attracted 1.5 million sets of eyes.

While tournaments provide the meat of the NFHS Network menu, regular-season events might well be the bread and butter. Enter the School Broadcast Program, formerly known in Michigan as the Digital Broadcast Program.

Nationally, 856 schools representing 37 states take part in the endeavor, filling a valuable role in the overall scheme of the Network.

“In several months during the school year, there are no state championships, so the School Broadcast Programs pick up the slack with quality content. Additionally, placing this many events so quickly on the Network, so effectively, has been challenging. The School Broadcast Programs have helped alleviate the workload.” Koski said.

As of April, the void between postseason action has been filled to the tune of 17,500 events from SBPs. Of those events, more than 11,500 are sporting events, which means nearly 6,000 are other school functions, from pep rallies to school plays. All of these programs are produced by students, for students, another point of pride for the Network (more on the SBP, page 20).

“For more than a century, school sports has had the highest profile of all youth sports,” said MHSAA Executive Director Jack Roberts, who also serves as president of the NFHS Network Board of Directors. “Ours is a unique brand that stands out among all of youth sports. Done right, this network will solidify interscholastic athletics as the most popular and principled youth sports experience for many generations.”

Such an ambitious undertaking does not come

without some trepidation, both philosophical and practical. Maintaining the wholesome, amateur nature of school sports while presenting the product in the most technologically professional manner was considered, as was the financial impact.

“We discussed a number of potential hurdles,” Koski said. “Was the overall idea of a network more like college and professional levels of athletics? Did we want to expose student-athletes in this manner? We decided it was time to give our students, and our product, its due.



“We realized quickly that streaming was a no-brainer. Why eliminate anyone when we can open it up to all schools at any time and provide 24-hour access?” – NFHS Network’s Mark Koski



“Another major question was how putting games onto a network affects attendance. Between 50 and 75 percent of the state high school association budgets comes from attendance.”

Thus far, Koski reports, there has been more praise than criticism, and members of the Network have not reported adverse effects on tournament or regular-season attendance. For the most part, it’s a way for interested parties who can’t get to the games still have the ability to watch. And, that’s one of the primary goals.

In Michigan, the MHSAA faced an additional speed-bump, if not full-fledged hurdle. Tournament content in the early days of MHSAA.tv had been free. As part of the NFHS Network, the content is pay-per-view.

However, the Network “admission price” offers unlimited content period, no matter what plan subscribers choose. So, customers can view multiple games in numerous states for one price. That would be a lot of stamps on the hand and gas mileage to physically accomplish the feat.

“We really modeled this after the Big Ten Network with kind of a Netflix feel,” Koski said. “Our customers pay one subscription for unlimited content.”

Live events on the NFHS Network during 2013-14 cost \$9.95 for 24 hours; \$14.95 for 30 days; and \$89.95 per year. The season rate was \$49.95, good

IF IT MAKES IT HERE . . .

. . . it’ll make it everywhere. In its inaugural school year, the NFHS Network has provided nearly 3 million unique viewers with more than 25,000 events, bringing gyms and fields across the nation to fans, friends and relatives all over the country.

for 120 days from the date of purchase.

“We are starting to see a trend where people lean toward the 30-day plan,” Koski added. “The Network has done a great job with the return policy. If you’re not happy, we return the money. Many times it’s that the venue doesn’t have the proper technological setup and there are hiccups. Right now we’ve seen only about 1.5% return rate. However, it is our goal to drop this below 1%.”

Another noticeable trend involves the preferred medium used to access content. PlayOn! statistics indicate that 60 percent of subscribers are watching events via mobile devices, versus 40 percent on computers. Just a year earlier, the figures were reversed. It is, indeed, a small world after all.

Numbers at the MHSAA.tv site continue to be solid in this first year under the NFHS Network umbrella. The Network tracks its “referral” portals, that is, the sites from which most of the viewers enter the NFHS Network page; basically, which states are attracting the most viewers. Currently, the MHSAA is second to Illinois on the list, largely due to its prior relationship with PlayOn!, as well as being one of the pioneers in the industry.

“A lot of the MHSAA’s success has to do with the awareness that was built prior to joining the Network,” Koski said. “We’re excited that the top two states are Illinois and Michigan, because that speaks loudly for the future. Having had prior agreements with PlayOn! clearly gave them an advantage as far as awareness. Two, three, four years from now, we’d expect that those states now with us that were not previously part of PlayOn! will achieve similar numbers once their followers and the casual fan grow accustomed to watching school sports in this manner. It’s all exciting, and we all want immediate results, but we’ve got to have some patience. It took ESPN a number of years to be known as ESPN.”

Ultimately, the popularity of the Network could result in attractive sponsorship opportunities for corporate partners, which in turn would provide additional revenue for member state associations. Currently, Network members receive a rights fee for content provided.

“We’ve made strides by leaps and bounds so far, and believe we’ve built a platform on which to display the great things students are doing, while delivering our mission and perspective,” Koski said. “And, the more funding we can generate the better off we can assist our schools.”

— continued

As the first year nears the end, an age-old school assignment lies ahead for Koski and the Network: report on what they did during summer vacation.

“The immediate challenge is to find content for outside of the school season,” Koski said. “What do we show after June state championships, and in July and August. Maybe some archived items is the ticket. How special would it be for people to have access to events from when they participated in school sports and performing arts to enhance viewership?”

In the Eyes of the Beholder

Courtney Hawkins has spent his share of time in the dark.

A 1992 graduate of Michigan State University where he was an All-Big Ten wide receiver, Hawkins went on to play nine seasons in the NFL with Tampa Bay and Pittsburgh. To say he’s watched his share of football video is an understatement.

“At MSU we had about an hour pre-practice film session, then a post-practice film session. Then we were encouraged to watch extra film, so we’d log about three or four hours of film per day in college,” recalled Hawkins, now back at his high school alma mater Flint Beecher as the athletic director and head football coach.

“Watching video is like looking at art. Everyone can interpret a painting differently until they sit down with the artist who explains it and they say, ‘OK, I see it now.’” – Flint Beecher’s Courtney Hawkins

“At the professional level, we literally sat in the dark from maybe 7 a.m. until lunch time, then were on the field for a couple hours, showered up and went back in film session. So, you’d watch film for seven to nine hours a day, and I’d get home at 6 or 7 o’clock. People see the three hours you’re out there on Sunday, but, man, in terms of hours, it’s a job like G.M.,” he said.

Back at the place where Hawkins honed his skills, the game remains the same, but video access has changed drastically. At the high school level, it’s also not the students’ job. There are academics to consider, in addition to just letting kids be kids.

“What I’ve found in high school is, kids don’t know *how* to watch film,” Hawkins said. “What’s easiest for me is I’ll take clips of opponents – 12, maybe 20 – whatever I think there bread-and-butter is, and hammer that to our kids. In a room full of 16-to-18- year-olds it would take hours to watch an entire game. We try to get kids home at proper

time to do chores, homework, or go to other activities.”

With the access to an abundance of video literally at the palms of their hands, it is important to realize that these are high school students and encourage them to curtail some of their enthusiasm toward the technology.

“I wonder if all this video watching/reviewing is taking some of the fun out of HS sports,” said Randy Heethuis, Hudsonville Unity Christian boys and girls soccer coach. “I believe there is a fine line between educational athletics where video can be used to educate and the overuse where high school athletes spend hours watching video each week even during the school day. When high school athletes stop enjoying the experience, or their sport feels like work rather than fun, we as coaches have pushed them over that line.”

Lest one think Heethuis is not competitive, it should be noted that his girls program has won seven of the last nine MHSAA Championships, and the boys won titles in 2007, 2009 and 2012.

Ditto Nick Archer, whose East Lansing boys soccer team has captured three MHSAA titles in the last dozen years, including last fall.

“I try to keep it in balance. We’ve gone from the ‘70s when we had nothing, to now when we can



know too much,” said Archer, in his 38th year as a head coach. “In soccer, with the PKs (penalty kicks) you can find tendencies and strengths. People can build up quite a databank, and we have done that, too.

“But you’ve got to know when enough’s enough. Sometimes it *is* too much,” Archer adds. “I’m more concerned about my team. We don’t really change what we do, it’s just a matter of being aware what our opponent might do and being prepared for it. You have to remain true to who your team is, and what you do well.”

Hawkins and his staff remind their players of that fact on a daily basis during the season. Players are going to watch games on their own and develop expectations, both positive and negative. Often times, today’s coaches have to de-program their players.

“What we sometimes fight here is our kids will find the video of the next opponent and say such

and such isn't that good; 'we're gonna blow through them coach.'" Hawkins said. "It creates a mindset that as a coach I'm trying to stamp out. It can set kids up for letdown, or on other hand they see a team that looks better than they really are against a lesser opponent and they get intimidated. As coaches, we have to make provide an even keel."

With proper supervision and balance, positive results are attainable.

"Video does give you a certain comfort zone, or a handle on your opponents. You can see that maybe their guys are all 6-foot-8, or find out who their top scorers are," said Archer. "Our team is sometimes better prepared than we have been in the past when we go against schools we don't know. The bottom line is, the game certainly has changed and you either adapt or get left behind."

As the games on the field and the courts have evolved and in many ways become more sophisticated over the years, technology changes on a daily basis. The pluses and minuses of its effect on sports can be debated, but improvements in quality and ease of use are crystal clear.

"With the new editing systems, you can email kids clips," Hawkins said. "They're clicking away no matter what, whether it's YouTube, hudl, whatever, so I prefer that they watch what I send them. I am a firm believer in leading the kids. *You* lead them, or they'll find it on their own."

Or, worse, they'll watch with others, who can run the gamut from well-intentioned to misguided to those with their own agendas. Remember, it's just as easy for parents, fans, classmates and coaches of non-school teams to download a team's most recent performance.

"One concern I have with all this video being available online is, how many other 'coaches' are the athletes watching it with and what mixed messages are athletes receiving?" said Heethuis. "This has the potential to lead to more confusion on the part of the athlete and that's probably not good for anybody."

Hawkins understands the role of parents and appreciates those who study the game with great interest. To properly evaluate video and critique performance, however, the viewer must have knowledge of the game plan and each player's assignment on given plays.

"On the outside looking in, you may see what you think you see, but a kid might be making a mistake. If parents are adamant I invite them to come in and watch film with me and we'll evaluate it together," Hawkins said. "Watching video is like

looking at art. Everyone can interpret a painting differently until they sit down with the artist who explains it and they say, 'OK, I see it now.'"

If viewing and sharing video is more convenient, then actually *seeing* the images in the video has never been better. Most devices can record and play in HD, making it easier for coaches and players to identify uniform numbers, formations and positioning.

"The quality now allows you to get good look at personnel and numbers. With VHS tapes, you couldn't always see what number the left tackle was. It also cuts down on the time it takes to search back and forth through the old tapes," Hawkins said.

The variety of platforms available also offers viewing alternatives in cases where some video is sub-standard, and makes it likely that game footage can almost always be found.

"The bottom line is, the game certainly has changed and you either adapt or get left behind." – East Lansing's Nick Archer



"Most of our video comes from MHSAA.tv, YouTube or MLive, or we share video. We are familiar with hudl, and more and more soccer teams are using that," Archer said. "It's been most beneficial for us during tournament time, but we *always* have someone physically there to scout during the tournament, too."

The hudl website, with deep roots in the sport of football, has become the "go-to" site for most schools and

conferences, and is a burgeoning evaluation and training tool among officials,

"Within the last two years, we haven't played a team that's not on hudl or some kind of editing site," Hawkins said. "And, I've noticed that the video is almost always in hi-def, because the equipment is a lot more affordable."

Due to budget constraints, Hawkins has his own personal camera and hires a friend to record Beecher's games. He hopes to experiment with an end zone camera next season to provide additional views. He explains that keeping up with available technology is a necessity to "even the field."

Depending on a number of factors, including video personnel, quality of the footage, frequency of postings and creative editing, video creates a smaller world, if not always an ideal world.

"A lot depends on the person recording the games. Some get too close to the play rather than

– continued

following the development or sequence,” said Archer, who benefits from a designated parent videographer and a student from the School Broadcast Program at each contest. “Also, we use hi-def, and some schools don’t. The technology certainly is there to get high-quality video if you want it.”

At times, creative editing can eliminate portions of contests which schools upload to the web.

Dan Flynn, longtime head football coach at Escanaba High School, and more recently an assistant at Marquette HS, calls it the “hot dog illusion.”

“We use hudl, and what you have to remember is, it’s only as good as the users. All of the online video and new technology hasn’t changed one important thing: some coaches aren’t going to show you some plays,” Flynn warns. “We call it the ‘hot dog illusion,’ where a series of plays is missing and all of a sudden the score changes. The opposing school says, ‘We don’t know what happened to it.’ Well, I guess the kid shooting it must have gone and got a hot dog; the hot dog illusion.”

After Further Review

Just reading the words above yields a Pavlovian response in the football world. Conversations cease, posteriors inch forward on chairs, torsos bend toward TVs. All in anticipation of decisions which follow the three most magnetic words of autumn Sunday services: “After further review.”

Ironically, the oft-maligned individuals who deliver the subsequent verdicts very often log more video hours than the player who just did/did not stay in bounds, or did/did not fumble.

Game officials are passionate students of the games they officiate, and video sessions have become vital to preparation and advancement. As with coaches and athletes, accessibility to such resources have never been more plentiful for officials at all levels of our games.

The boom has occurred at such a meteoric rate that it’s difficult to imagine life without video.

“When I was just beginning, it was pretty rare to have video of yourself,” said Meghan Joseph, a Capital Area Officials Association member who now works NCAA basketball. “Before online video, you’d have to watch games on TV and emulate what those officials would do and incorporate it into your game.”

Oh, by the way, Joseph just turned 30 and was the youngest NCAA Division 1 Women’s Basketball official when she received her first assignment at that level eight years ago. We’re not exactly talking “good old days” here, but eight years in the technological realm can seem like a lifetime.

Today’s newer contest officials are among the most ardent beneficiaries of hi-tech devices and continual change. It’s what they grew up with. Now, they have the ability to apply all of it to an avocation they love.

Dave Uyl, a former professional baseball umpire who now works NCAA Division 1 baseball and



“When I was just beginning, it was pretty rare to have video of yourself. Before online video, you’d have to watch games on TV and emulate what those officials would do and incorporate it into your game.” – NCAA Basketball Official Meghan Joseph

Division III football, spent a year-and-a-half as an Associate Editor for *Referee Magazine*, the monthly Holy Grail for officials nationwide.

“Just during my time there, we noticed a great increase in the number of high school officials associations using video on a regular basis at their meetings,” noted Uyl. “Without a doubt, the best meetings are those in which video is incorporated. It is so much more valuable to be able to break down plays and evaluate mechanics on the screen. It’s one thing to read a rules book, but another to be able to look at plays.”

The Genesee County Coaches and Officials Association is one of the MHSAA Approved Associations at the forefront of the video vortex.

“We use a lot of video in our training. We can take examples and break them down at any speed we wish and present that to the group. We find that it keeps the attention span of our officials much better if they are visually engaged at our meetings

instead of just listening to lectures,” said Steve Tannar, who has been to his share of meetings with the Genesee group as a five-sport official.

Jeremy Valentine, football officials coordinator for the MHSAA’s Southeastern Conference and a five-sport official himself for the Huron Valley Officials Association, has noticed that the effects of video can vary amongst officials.

“The ability to watch yourself on film has been very helpful to a number of officials at a variety of experience levels,” Valentine said. “However, some officials may be intimidated to watch themselves on film for fear of what they may actually see.”

Tannar offers an alternative for those who might be camera-shy, but adds that the road to improvement – as in any endeavor – is to make mistakes and recognize them; whether alone, or in front of a group of peers.

“We typically don’t use a ton of our own people in video presentations,” Tannar said. “We prefer not to put our guys on the spot, so anonymous video works best for us. That doesn’t mean we never do it though. I’ve been up on the big screen for the whole room to see. Nothing wrong with a little humility from time to time.”

In the Capital Area Officials Association, nearly all of the video shown at its meetings involve member officials. Dan Renner has taken the reins of the video program during football season through hudl.com. Area schools post their contests to hudl, and Renner alerts CAO members when new clips and games are online for review.

“Before hudl, we’d get six or seven DVDs per season from officials who were off on a given night and then went to shoot a game,” Renner said. “It’s amazing how quickly some of the games are up

hudl Up

Online video portal hudl has become a hub for schools and teams to post, share and edit video. Coaches and officials alike are frequent visitors, for different reasons.

and posted now. We use it as a tool. We historically know what types of offenses schools in the area run, but for non-conference games it gives us an idea what those schools run, so we can pregame a bit better.

“You just have to understand that in an immediate-feedback world, if you boot a call during a game, you’ll come to next association meeting and everyone has seen it and everyone knows. Film doesn’t lie, and you are putting yourself out there each time you go out.”

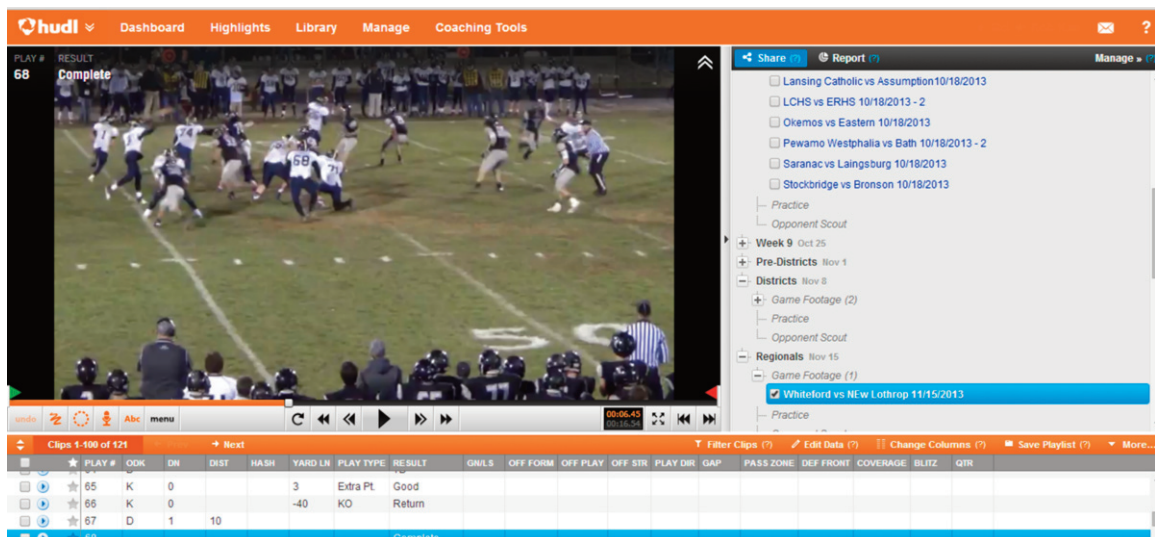
Eric Wills Jr., like Renner, is a young official who just completed his first year at the NCAA Division III level. He has no doubt that his exposure to video, lots of it, accelerated his path.

“Sites like hudl really help young officials see snaps and get experience,” Wills said. “I watch my pre-snap keys, break down my zone, observe the dead ball officiating. Video allows us to get reps just by watching more snaps. I spend about two to two-and-a-half hours a week watching film and discussing it with other officials. Fellow officials are our best critics and that’s how we get better.”

In an avocation that calls for confidence, knowledge, patience and physical and mental stamina, humility can be overshadowed by ego. That’s why it’s important to keep the big picture in mind while looking at the smaller pictures on today’s many devices, says Uyl, who worked four seasons at the Triple A level and two MLB Spring Training seasons in Arizona during his professional days.

“The important thing to remember is that you’re one crew. At the end of the day, the objective is to get it right. You can’t have hurt feelings about having a call overturned, and you can’t be afraid to look at a replay and overturn it. It ain’t called ‘Show Friends,’ it’s called ‘Show Business.’ This is a business,” said Uyl, who still has friends in Major League Baseball.

– continued



Video has moved from training sessions to the rules books, with MLB becoming the last major sport to incorporate replay provisions.

This year, Uyl and Valentine both will feel the onfield presence of cameras and replays during the fall. Like Uyl, Valentine is a college football official, working Division I FCS in the Pioneer League, and Division II, where he worked the 2013 National Championship game. The targeting penalty was implemented for NCAA Division 1 play last year, and now has reviewable components in place for Divisions II and III.

Joseph, meanwhile, already has experience with monitor reviews at the collegiate basketball level.

“We have rules in place for certain situations throughout the contest where we are required to go to the monitors,” Joseph said. “There is certainly



less room for interpretation or judgment, but on the other hand there is a whole new set of rules dealing with monitor review. From a fans perspective, many think we go to the monitor when we feel like it, when really there are certain situations that we *have* to go to the monitor. That gets magnified in the last minute of a close contest, which is often the only part that fans remember.”

Cameras can also have an effect on games even before plays get to the review stage. The human element of officiating still remains, but it in different ways.

“In Triple A ball and the Arizona Fall League, we had QuesTec (used by Major League Baseball for the in early 2000s for purpose of providing feed-

back and evaluation of Major League umpires), and after every game you’d leave with a disc and a score on it,” Uyl said. “Video doesn’t lie. It’s an evaluation tool, and it’s here to stay. You kind of start officiating to the video; certainly we see that in football with all the replay at the collegiate and professional levels.”

In the MHSAA, replay use is limited to a select few scenarios. For both genders of the MHSAA Basketball Semifinals and Finals, officials may use the courtside monitor to determine whether an attempt is good or no good, or whether it is a 2-point goal or 3-point goal, only when the clock reads 0:00 at the end of a game. Ice hockey began to employ a similar system in 2011 for its Semifinals and Finals, only reviewing “puck crosses the line/beats the clock” scenarios.

Is there more to come? Valentine believes that with new targeting rules now in place for high school football, perhaps a halftime review similar to Division II and III collegiate levels could be helpful in determining if an innocent player could be returned to action.

“If you go onto the field every day with the knowledge that someone may always be 'watching,' there is no need to worry about who may or may not be recording you with a mobile device. I have a bigger fear with what officials may post on social media forums following games.” – NCAA Football Official Jeremy Valentine

“I can see a similar place in high school sports for these types of scenarios,” said Valentine. “It would also be helpful to allow the officials to use video following the contest to determine which players may have been involved in flagrant acts during the game, or to also reinstate players that may have been incorrectly ejected (for example, No. 12 was ejected for fighting when No. 15 was actually the players involved).”

Yet, high school athletics remain educational in nature, and some of the lessons include mistakes and consequences made by the game’s arbiters.

“Sports have survived for a long time with no replay and an occasional officiating mistake,” Tannar said. “I think part of the lesson an athlete can learn about life from sports is how to persevere when things don’t go their way. Officials will make mistakes and players – and coaches, fans, etc. – have to learn how to overcome those obstacles because life is full of them.”

Video has certainly added a new means by which people are able to capture officiating mistakes. Often times, the officials are exonerated by



the tales of the tape. In either case, class is always in session today.

“We watch clips in locker room after game as a crew. If we see something we think was questionable, we can send it to our supervisor with an explanation,” Joseph said. “A coach can also send a clip to our video coordinator, who will send us a copy. If further conversation is needed, the supervisor, video coordinator and officiating crew might have a conference call. There is definitely more accountability with video.”

At the high school level, while most coaches are glad to assist in officials’ quest for improvement, some remain reluctant to share video; until a call is perceived to go against them.

“For the most part, the coaches thought it was great that we wanted to continuously improve,” said Renner. “There are a few schools that don’t want to share the video and are afraid with hudl it’s just a couple clicks away. Well, if you think about it, every game on Saturday and Sunday can be recorded by millions of people through basic cable with DVR.”

To be sure, no matter how protective some folks try to be, video of almost anything, anytime, is out there, waiting for more sets of eyes.

It’s easily accessible for millions of people, and easily generated and posted by millions more. That dynamic makes officials easy targets for second-guessing, but shouldn’t change how they approach their unenviable task on a daily or nightly basis.

“Pretty much every one of our meetings involves some mention of social media and the fact that we are always being recorded,” said Tannar. “I

“The important thing to remember is that you’re one crew. At the end of the day, the objective is to get it right. You can’t have hurt feelings about having a call overturned, and you can’t be afraid to look at a replay and overturn it.”– NCAA Baseball and Football Official Dave Uyl

don’t think about it when I’m on the court or field, but you do need to be aware that anything you do will be captured, reproduced, traded, sent, emailed and posted so don’t give them a chance to catch you doing something you shouldn’t. Don’t address the fans, remain calm when talking to coaches and be the smartest ones in the room with the rules so you always have book support.”

Valentine agrees that nothing beats being prepared, and also advises fellow officials to stick to officiating and leave the social media to others.

“If you go onto the field every day with the knowledge that someone may always be ‘watching,’ there is no need to worry about who may or may not be recording you with a mobile device,” Valentine said. “I have a bigger fear with what officials may post on social media forums following games.”

— Rob Kaminski
benchmarks Editor

MHSAA Audio Gets a Word in During Video Age

The Buggles' leadoff single for MTV's Opening Day on Aug. 1, 1981, started a rally – OK, a revolution – in the music industry that would last decades.

"Video Killed the Radio Star" certainly had a lasting impact, and the song and its one-hit-wonder artist are now an intertwined answer in music trivia lore.

But, the game is still going on. The radio star is far from dead, and, in fact, MTV rarely shows music videos any more.

True, video is everywhere, from laptops to tablets to phones. So, too, is music. And, the spoken word in the form of podcasts, audiobooks, and, yes, play-by-play of athletic events.

The MHSAA Network has been providing the latter for prep enthusiasts for decades, entering the world of webcasting around the turn of the millennium.

Having the broadcasts available online has done wonders to increase the number of stations and listeners. Prior to the foray into internet broadcasts, dedicated ISDN phone lines and a satellite were required for content to reach the network affiliates.

John Kreger, the primary voice of MHSAA Championships, has been there through the transition, and only sees a bright future ahead.

Prior to the 2003-04 school year, the MHSAA entered a partnership with TBC Sports to air its radio broadcasts for tournaments. Working with TBC owner Will Tieman at that time was Kreger.

"This was before the Network was online, and Will said to me, 'Hey John, I have a project for you,'" Kreger recalls. "Well, I jumped at the opportunity and he let me run with it. There are times I still want to pinch myself to make sure I'm really able to watch and broadcast all these events."

After four years with TBC, the MHSAA Network moved its operations to online vendor EZStream, allowing for greater growth and easier access for all involved.

"EZStream really stepped up its quality in recent years, and once our stations no longer needed a satellite receiver, getting games on the air became much simpler," Kreger said. "All they need to do is point and click to get the feed. It's a low-cost –

almost no-cost – way for stations around the state to tell the story of high school sports."

No one enjoys telling that story more than Kreger, now in his 11th year calling MHSAA events. His broadcast career has placed him on radio row at Stanley Cup, NBA and MLB playoffs, but it's talking about his MHSAA Tournaments gigs that revs his voice to a pitch normally reserved for the final seconds of a prep title game at Ford Field. Or Breslin. Or Compuware.

"High school sports is the only pure form of sports left. As professional reporter and broadcaster I spend most of my year dealing with playing time and sneaker deals," Kreger said. "But for nine weeks out of the year I get to broadcast sports

which the MHSAA has made into a showcase about students, and I am honored to do this. The looks on those kids' faces when take the same court or field they see on TV, knowing they reached the pinnacle, there's no rush like it in sports. I'll take high school events every day of the week and twice of Sunday."

The 2008 MHSAA Ice Hockey Final seemed like it might indeed push Kreger into action on a Sunday. The last game of the weekend, the Division 1 tilt between Marquette and Orchard Lake St. Mary's went eight

overtimes before it was declared a tie. It was one of Kreger's most memorable moments.

"It was our first year doing hockey on the Network, and being on the air, just being a small part of that, and seeing the MHSAA make the right call and declare a tie. It is something I'll never forget," Kreger said. "I've been on air enough to hear the cliché, 'What a great game, too bad someone had to lose,' too many times, or at times where that might not have been the case. Well, no one deserved to lose *that* night and the MHSAA made a great decision. I'm proud to have seen that."

Thanks to Kreger and the Network, thousands of people continue to "see" games they can't attend. For the 2014 winter season, approximately 7,000 unique listeners tuned in to the MHSAA Ice Hockey, Girls Basketball and Boys Basketball Finals.

Audio continues to thrive and serve its audiences for a number of reasons.



On the Air, In the Air

Plenty has changed since the days of MHSAA radio broadcasts from a lofty perch above the Jenison Field House bleachers, but the popularity of audio continues today.

“Personally, one of the reasons I stay with audio is because we have the opportunity to tell a story and allow the listener to create their own picture,” Kreger said. “Radio broadcasts are much more descriptive, whereas TV broadcasts serve more as guides to what people are already seeing.”

“One of my idols is Ernie Harwell, who said, ‘In radio, nothing happens until the broadcaster says it does.’ In that respect, there’s more anticipation and imagination for the listener. Think of the iconic moments like the Bobby Thompson home run. It’s always the radio feed. It takes people back to where they were at the moment.”

That’s another key advantage to audio. If people can’t attend an event, they can listen. Even in today’s world of hand-held video devices, there are times when listening is simply more conducive than watching, whether working around the house, exercising or driving to and from appointments.

“Radio is a lot more accessible to people. It’s a constant companion, and that’s the beauty of it,” Kreger said.

Like its video brethren, audio listeners are turning to mobile devices as the tool of choice. Of the 7,000 customers this past winter, nearly one-third were mobile listeners.

Kreger has been an amiable companion for Michigan prep enthusiasts for the past decade, and he hopes they keep inviting him along wherever their travels take them. He also lauds the MHSAA for expanding its menu.

“For nine weeks out of the year I get to broadcast sports which the MHSAA has made into a showcase about students, and I am honored to do this.” – MHSAA Network Play-By-Play Announcer John Kreger

“The MHSAA is to be commended for expanding the schedule to more than just football and basketball,” Kreger said. “The more sports we can bring to people, the better.”

If Kreger could be in two places at once, there’s no doubt he’d accept the assignment as long as it had the MHSAA stamp on it. Perhaps that’s because his values and perspective are so closely aligned with the mission of school sports and the MHSAA.

“The first rule of high school sports is that this isn’t life. It’s part of life,” he said. “The athletes will become doctors, lawyers and teachers. The coaches are teachers, doctors and auto workers. We don’t sugar coat. I try to be true to the game, to be honest and accurate, and all the while I remember perspective. Above all else, I try to remain respectful of the game.”

— Rob Kaminski
benchmarks Editor

Voices Shall Be Heard

There is still plenty of room for the spoken word in the video world, as MHSAAnetwork.com audio broadcasts of Championships continue to attract listeners across the state and beyond. Below, from left, are the faces behind the familiar voices of Mike Stump, John Kreger, Denny Kapp and John Spooner.



National Network Rooted in Our Back Yards

Throughout my nearly 28-year tenure with the MHSAA, I have been a consistent and outspoken critic of our national organization, the National Federation of State High School Associations (NFHS), whenever it attempted an initiative that I saw purposed more for its own promotion than as a needed service for its member associations and their member schools.

When its strategy for service was to promote a “national presence” for the NFHS, I objected. I have never felt that national tournaments or national telecasts would be of the slightest benefit to 99 percent of the MHSAA’s member schools; and worse, I have always believed that those initiatives would tend to corrupt the one percent involved.

So it may have come as a surprise to some of my colleagues in this state and my counterparts across the country when I became an early advocate of the NFHS Network and now serve as the network’s first president.



Our Towns and Our Gyms

The NFHS Network spans the nation, but truly covers the local flavor of school sports in our towns, and in our neighboring towns.

The definitive difference between the NFHS Network and earlier talk of national tournaments and telecasts is that the network’s thrust is local, not national. In fact, it’s hyper-local.

The heart of the NFHS Network consists of the season-ending tournaments of statewide high school associations across the US. The NFHS Network is producing Internet broadcasts of at least the culminating contests for most of the sports sponsored by most of the three dozen state associations contributing content during 2013-14, the network’s first year of operation.

While state high school associations provide an immense potential for content, there are only 51 member associations of the NFHS, in contrast to the coast-to-coast pool of nearly 20,000 member high schools these associations serve. It is this local content through the School Broadcasting Program that gives the network its legs. The aggregation of

all this content is the magnet to draw media partners, sponsors and subscribers; and it is this local emphasis that attracted my support of the concept, and now my service to the network board of directors.

School sports is first, last and always about local teams. And it’s not just high-profile sports and varsity teams; it’s just as much about lower profile programs and subvarsity events.

There are more school-sponsored football games in Michigan during one week than there are NFL games across the US all season long. There are more school-sponsored basketball games in Michigan during one week than there are NBA games across the US all season. And we serve two dozen other sports as well.



“The network’s thrust is local, not national. In fact, it’s hyper-local.”

Together, the MHSAA and the SBP can provide enough live and on-demand Internet programming to provide MHSAA.tv with authentic high school sports broadcasts 24 hours a day, seven days a week, 365 days each year. And those who subscribe to Internet broadcasts on MHSAA.tv have access to content from the local school and state association level from coast to coast and border to border.

The success of the NFHS Network will not be “made-for-TV” national-scope tournaments or matchups between teams with the most highly recruited players. Our success will come from the aggregation of thousands of typical local rivalries that are played all school year long in every nook of this state and every cranny of our nation.

At least while I’m involved, the NFHS Network will be true to the mission of school-based sports and uplift the values that educational athletics have always stood for.

For years, school sports have stood apart from non-school sports as the preferred brand of youth sports because we offered letter jackets, pep assemblies, pep bands, marching bands, cheerleaders and homecomings. Going forward, school sports will also stand apart from other youth sports because of the NFHS Network.

India's National Pastime a Hit With Young Mobile Users

Disney's new blockbuster "Million Dollar Arm" might be introducing the game of cricket to Americans, but the game is India's national pastime, and more people than ever before have viewing access at their fingertips.

The video streaming of Pepsi Indian Premier League 2014 on starsports.Com, India's first multi-sports digital service, has garnered unprecedented traction attracting more than a million unique visitors every day during the first week of the tournament. During the period, starsports.com attracted around 47 lakh (lakh is equal to one hundred thousand) unique visitors across web and mobile delivering just more than a crore (equal to 10 million) of consumer visits. This is unprecedented in the history of Pepsi IPL. The deliveries follow a high decibel marketing campaign by starsports.Com to promote video streaming of Pepsi IPL.

150 million minutes of video were consumed by users during the first seven matches played in the on-going Pepsi IPL, with an average of more than 32 minutes per match. Consumption on mobile has shot up since the beginning of the tournament and now stands at 42 percent of the overall traffic. Almost 85 percent of the viewer base is in the 18-24 age group with the top eight metro cities contributing 60 percent of the overall traffic. Female traffic saw a significant surge contributing 27 percent of the overall audience.

Speaking on the occasion, Ajit Mohan, EVP and Head, New Media, Star India, said, "IPL 2014 is perhaps a turning point for sports consumption. For the first time, online consumption of sports is becoming about video, video, and video. And, our investment in creating a world class backbone for video delivery is showing up as a significant improvement in the experience for sports fans, especially on a mobile screen."



Something to Chirp About

India's top cricket tournament attracted millions of eyes across its nation, thanks to video streaming efforts which have been especially successful with younger fans.

Since its launch in December 2012, starsports.Com has made large scale investments to build a video infrastructure customized for India, where the Internet experience is characterized by a proliferation of mobile devices and where a large number of consumers still have access to low bandwidth. In addition, for IPL, the company has leveraged its television infrastructure to deliver mid-rolls (advertisements in the middle of the overs) in addition to the already prevalent pre-rolls (advertisements before the start of the video). Delivering mid-rolls seamlessly has been a significant challenge for most video platforms in the past.

Video streaming of Pepsi IPL 2014 on starsports.Com has attracted HUL as the presenting sponsor and amazon.in, Toyota, ITC Personal Care and Reckitt Benckiser as associate sponsors.

Amit Chopra, President, Sales, Star India, added, "The most innovative advertisers in India are recognizing the power of the mobile screen. Many of them have been hesitant in the past about investing in video ads online, given the sketchy delivery of both content and

ads. We have been able to offer a powerful proposition to these advertisers by delivering a great video experience and a highly engaged sports fan."

starsports.Com is India's first multi-sports digital service with availability across the web and mobile. Powered by live and video rights, it covers the best of world sports including major cricket tournaments, BPL, La Liga and Serie A in football, F1, hockey, tennis and badminton.

— from *The Siasat Daily* online



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School Broadcast Program Brings Our Schools to You

Coaches used to come and go each weekend during the football season. Late at night they would drop their game films off at a local 24-hour gas station or diner; and a couple of nights later, they'd return to pick up the processed film to use in preparation for the next game.

That was life in the 1950s, 60s and 70s. It was difficult for students to get into a visual medium like film in general, and certainly in sports. The equipment was bulky and hard to operate, and the film went to some central location for processing which took at least a couple of days. Editing the stuff when it came back took a splicing machine, tape and glue to make even the most simple edit – and that's assuming your school was lucky enough to have that gear.

Say the word "film" to a young person now, and they may recall seeing it in a history book or finding a box of old negatives or home movie reels in their grandparents' attic.

Today's high school students have endless possibilities, because with a little creativity and vision, they can be hands on producing their schools' athletic and non-athletic events and reach out to members of their schools' global community to show them the homecoming parade, game, musical or graduation. Aunt Millie in Montana doesn't have to wait for that phone call later that weekend to find



View from the Top

The School Broadcast Program affords students the chance to visit some of the state's top venues, like Detroit's Ford Field.

out that Johnny scored three touchdowns. She watched all of them live, and texted him on the bus on the way home to congratulate him as he watched the game on demand on his handheld device.

More and more schools are keeping their communities connected by broadcasting their games over the Internet, and there are more schools in Michigan and nationwide providing that opportunity under the banner of the School Broadcast Program.

Powered by PlayOn! Sports and the NFHS Network, there are 860 schools in 38 states regularly producing events and giving the students producing

those games some real-life hands-on broadcasting experience in the process.

"The PlayOn! Sports platform gives schools the opportunity to be successful at creating video broadcasts of their events regardless of their enrollment and resources," said Mark Rothberg, Vice President of PlayOn! Sports, who handles the day-to-day administration of the School Broadcast Program. "You can produce a great-looking event with a simple crew of three kids handling the announcing, the camera and generating graphics on the computer; and if you're fortunate to have the resources to create productions using multiple cameras and replays, you'll look even better.

"Our partnership with the NFHS Network and most state associations creates a single portal, unlike anything a school can do on its own or by utilizing other streaming services, where fans of high school sports can keep up with the team in their backyard or other schools around the country where they have family or friends participating. It's truly the destination for high school sports."

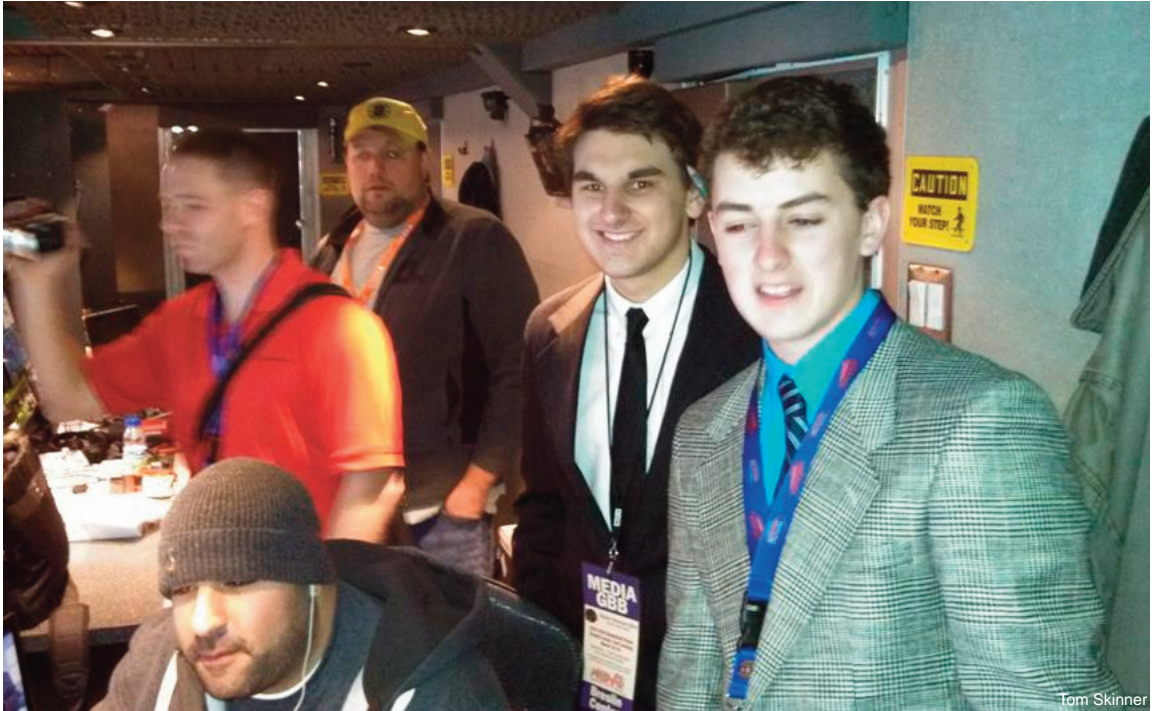
More than half of the Michigan schools participating in the NFHS Network School Broadcast Program have signed up through the Michigan Interscholastic Connection, and those schools have produced the majority of the SBP content on MHSAA.tv the past two years.

"What we try to do with our schools first is see if video production can be integrated into the curriculum, so that even though athletics is the driving force behind the School Broadcast Program, the athletic department doesn't have to worry about adding this to an already long to-do list," said Sparky Nitchman of the Michigan Interscholastic Connection. "Every school is unique, so our process is very individualized, aiming at providing the resources that each school needs in order to provide the best environment possible for a flourishing, long-term broadcasting class.

"We try to be very hands-on with our schools in giving them guidance in the classroom and at events, and with marketing side of the program."

Membership in the School Broadcast Program is free. PlayOn! Sports makes sure that schools secure the proper equipment to run the software and has a dedicated support team to provide telephone and e-mail assistance should something occur during a production. Schools can live stream as many athletic events annually as they can on a customized school branded portal under the MHSAA.tv and NFHSNetwork.com websites. Live internet video broadcasts are permissible by MHSAA Handbook rules when they are produced by member schools and are available on a subscription or password-protected basis.

The subscription model provided by PlayOn! Sports provides a tool for schools to generate new revenue. Beginning this fall, schools can sell their fans Annual subscription passes at a deeply dis-



Behind the Scenes

Students in the School Broadcast Program see plenty that the viewers don't. It's all part of the hands-on experience students gain while bringing their classmates' activities to homes throughout their communities.

counted rate and receive a significant revenue share on each pass sold. Schools will continue to have the opportunity to sell advertising within their broadcasts in a way that they typically cannot if an event is being streamed on the school district's website.

"We've already had schools on the subscription program happily surprised when, at the end of a season, we mailed them a four-figure check from subscription revenue," said Rothberg. "The opportunity for financial success as a School Broadcast Program member is very real if a school works hard at marketing and then does a solid job of producing events."

In addition to the educational experience that students receive producing events – a number of students at SBP schools graduating this year are now making choices to attend colleges with strong broadcasting curriculums or athletic broadcast departments, or trade schools like Specs-Howard. These kids have found an exciting activity to participate and are getting real experience in the production field.

"Kids who may have felt they were on the outside edge of things at school have found something in the School Broadcast Program that does the same thing for them that athletics do for so many other kids," said John Johnson, communications director for the MHSAA, who helps manage the day-to-day operation of the SBP with member schools. "It gives them a reason to get up in the morning to go to school, do well in school, and in-

teract with kids they may never have dreamed that they'd be rubbing elbows with. All through the power of sports, and a medium that so many of them are naturally attracted to anyway in this digital age."

The MHSAA has always had strong ties to the broadcasting community. While the days are gone of 40 to 50 local radio stations originating all four games of the Boys Basketball Finals – even if their community representative had been already knocked out of the tournament – those same stations now pick up an MHSAA Network originated feed of the Boys and Girls Basketball Finals. For nearly a decade, the MHSAA has partnered with the Michigan Association of Broadcasters Foundation to support the latter's Student Broadcasting Awards, with some of the Public Service Announcements created in those contests being broadcast statewide. Students winning the Sports Play-By-Play category even get an opportunity to sit courtside during a Finals event and call the action on the MHSAA Network website. A new alliance has been formed with the Student Broadcast Foundation to create field trip days to selected MHSAA tournament events, where students can meet with broadcasting industry professionals, watch the productions behind the scenes and even call or produce a mock audio broadcast of a game.

— John Johnson
MHSAA Communications Director

This issue's "vault" heralds the unofficial king of miles logged during MHSAA football playoff film exchange in the days before one-click shopping. Escanaba's Dan Flynn knows Michigan's highways.

Tales of the Tape Beyond the Bridge from Bygone Days

How's this for a new reality/espionage TV series? Participants have just hours to exchange valuable video to counter-intelligence representatives at random drop points along state highways, then return to home base, study the footage and devise an action plan that same day. Oh, and there are no cell phones or any other form of portable communication should plans go awry en route.

For longtime Escanaba High School football coach Dan Flynn, it'd be like watching reruns of his days as an assistant coach for the Eskymos. As one of the largest schools in the Upper Peninsula, Escanaba's road through the MHSAA Playoffs almost always meant facing opponents from below the bridge, which made film exchange a challenge, to say the least.

"I've logged thousands of miles, maybe more than anyone ever, exchanging film, tapes and DVDs with our opponents during the MHSAA Playoffs," Flynn said.

"Being in Region 1 geographically, we knew we'd travel. And," Flynn adds, "you couldn't afford to just look at anyone and everyone that you might play. You had to do your homework to narrow down possible opponents if you wanted to go and scout."

Today, with the MHSAA publishing Football Playoff Points on a weekly basis following Week 4, much of the guesswork as to potential first-round opponents has disappeared.

Additionally, most schools upload game footage to the web within 24 hours following each contest. On Selection Sunday, within minutes after a school's Pre-District foe is announced, a coaching staff and players can be watching video of their opponent.

"We'd started calling coaches or they'd call me in Week 8 or 9, looking at possible matchups and also planning a place to meet to exchange film," Flynn said.

Plans had to be firm and communications had to be clear, because once hitting the road, there was no way to contact one another.

"This was before cell phones," Flynn explained. "I had one of fist cell phones, which actually was an old bag phone. I'd



Road Warrior

Dan Flynn logged more than his share of miles as a football coach at Escanaba High School. He was a regular at the Gaylord McDonald's and Mackinaw City Shell station during film exchange rendezvous with MHSAA Playoff opponents.

accumulate outrageous rates for roaming charges going tower to tower.”

Old-school video exchange might be a thing of the past, but a generation of high school football coaches will never forget gas stations, fast-food joints and 24-hour stores nestled off exit ramps across Michigan.

“On that Sunday night, I’d get in the car, and typically drive to Gaylord, or maybe Grayling. In Gaylord it would be the McDonald’s. In Grayling, it’d be Glen’s Food Market. You’d try to arrange to meet at a place that was open 24 hours,” Flynn recalled. “I always got in the car understanding the meeting would be below the (Mackinac) Bridge. Sometimes we’d get lucky and the meeting place would be the Shell gas station just below the bridge on the Mackinaw City side.”

The 200-mile drive to Gaylord routinely took four hours. The further Escanaba advanced in the Playoffs, the more times Flynn wore down the tread on his tires. He specifically recalls a hectic weekend in 1979, when Escanaba traveled to Lansing Sexton and defeated Livonia Stevenson in the MHSAA Semifinals, earning a berth in the Finals the following weekend vs. Detroit Catholic Central. Part of the reward for Flynn was another trip to McDonald’s.

“We came from behind in that Semifinal, and we were thrilled that we were going to the Finals. We got back home late Saturday night, then I got in the car the next morning to meet the Catholic Central coaches at 1 p.m.,” Flynn said.

“Coach (Head Coach Jerry) Cvengros had a meeting set for 5 or 6 that night. I made it back in time, but our guys were still feeling good about the win, so I suggested we hold off a day before showing them the CC film (16 mm film, by the way). Those guys were pretty good.”

Indeed they were, winning the Class A title the following weekend. The Eskymos, however, would return to the Final in 1981, winning the crown, 16-6 over Fraser, as Flynn no doubt logged more miles in preparation.

The most pressing concern today might be quality of the online video, lighting at the fields, or angle of the camera.

Back in the day, just getting a tape felt like victory.

“One year, I traveled all the way to the southeast part of the state, and the opposing coach simply wouldn’t exchange,” said Flynn, explaining that Playoff film exchange at the time was only a recommendation, not a regulation. “I learned later that the coach had video of us from a friend who lived in Escanaba. I left on Saturday morning and came back Sunday night. We did eventually get some film later in the week. We lost by two points, but as coaches we didn’t make it a big vendetta and were up front with our kids.”

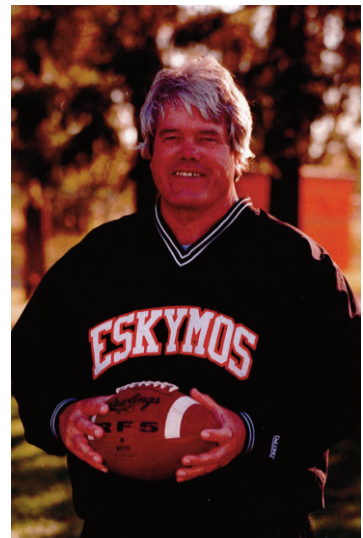
The MHSAA Representative Council, which included Flynn at the time, upgraded film exchange from a recommendation to a Playoff policy in 1990, when schools were required to supply one another with the two most recent game films.

Even so, and as 16 mm film evolved to VHS taps and then DVDs, coaching delegates still had to make itineraries for October and November weekends. Sometimes twice in the same weekend.

“Even with advancements in technology as we progressed from DVDs to digital, you still need people to operate the devices,” Flynn said. “I met another coach at the Shell station at the Bridge, but he said our software wasn’t compatible with their’s. I drove back the next day, pushed a button, and it worked. I drove all that way to push a button; 16 mm film would have been better.”

Today’s coaches might be a bit more well-versed in technology than those of Flynn’s era, and it’s a good thing. They likely need MapQuest and a GPS to traverse the regions in Northern Michigan that Flynn and his cohorts knew like the back of their hands.

— Rob Kaminski
benchmarks Editor





Classifications Announced for 2013-14

Classifications for Michigan High School Athletic Association elections and post-season tournaments in traditionally classified sports (A, B, C, D) for the 2014-15 school year have been announced, with enrollment breaks for postseason tournaments set up by divisions posted on the MHSAA Website.

Classifications for the upcoming school year are based on a second semester count date, which for MHSAA purposes was Feb. 12. The enrollment figure submitted for athletic classification purposes may be different from the count submitted for school aid purposes, as it does not include students ineligible for athletic competition because they reached their 19th birthday prior to September 1 of the current school year and will not include alternative education students if none are allowed athletic eligibility by the local school district.

After all the counts are submitted, tournament-qualified member schools are ranked according to enrollment, and then split as closely into quarters as possible. For 2014-15, there are 749 tournament-qualified member schools with 187 schools in Class A, B and C and 188 schools in Class D.

Effective with the 2014-15 school year, schools with 882 or more students are in Class A in MHSAA postseason tournament competition. The enrollment limits for Class B are 424-881; Class C is 215-423; and schools with enrollments of 214 and fewer are Class D. The break between Classes A and B decreased 11 students from 2013-14, the break between Classes B and C decreased five students, and the break between Classes C and D is nine students fewer than the current school year.

The new classification breaks will see 21 schools move up in class for 2014-15, while 26 schools will move down.

Schools were recently notified of their classification. MHSAA Executive Director Jack Roberts said schools may not subsequently lower their enrollment figure. However, if revised enrollment figures should be higher and indicate that a school should be playing in a higher class, that school would be moved up.

Schools have the option to play at any higher classification for a minimum of two years, but must exercise the option by April 15 for fall sports, August 15 for winter sports and October 15 for spring sports.

MHSAA tournament sports that will be conducted in traditional classifications for 2014-15 are Basketball and Girls Volleyball. Football will use traditional classifications to determine playoff points.

Sports which will compete in nearly equal divisions are: Baseball, Bowling, Girls Competitive Cheer, Lower Peninsula Cross Country, Lower Peninsula Golf, Ice Hockey, Lacrosse, Lower Peninsula Soccer, Skiing, Softball, Lower Peninsula Swimming and Diving, Lower Peninsula Tennis, Lower Peninsula Track and Field and Wrestling.

Visit the respective sport pages on the MHSAA Website to review the divisional alignments.

The divisions and qualifiers for the MHSAA Football Playoffs will be announced on Selection Sunday, Oct. 26, 2014.

A complete list of school enrollments used to determine classifications for the 2014-15 school year can be found on the Enrollment & Classification page of the MHSAA Website.

Here is a complete list of schools changing classification for 2014-15. (Note: This list does not include schools opting up in class/division for tournaments, which can be found on the Administrators page of the MHSAA Website under Enrollment and Classification):

Moving Up From Class B to Class A

Fruitport
Hazel Park
Romulus
Stevensville Lakeshore

Moving Down From Class A to Class B

Detroit Denby Tech & Prep
Detroit Osborn
Haslett
South Lyon East
Warren Regina

Moving Up From Class C to Class B

Detroit Benjamin Carson HS for Science & Medicine
Detroit Consortium College Prep
Detroit Henry Ford Academy School for Creative Studies
Hamtramck Frontier International Academy
Harper Woods
Hemlock
Kalkaska
Lakeview
Southfield Bradford
Wyoming Lee

Moving Down From Class B to Class C

Capac
Detroit Plymouth Educational Center
Ferndale University
Grand Rapids Wellspring Prep
Jackson Lumen Christi
Mason County Central
Millington
Monroe St. Mary Catholic Central
Napoleon
Roscommon
Ypsilanti Arbor Prep

Moving Up From Class D to Class C

Detroit University YES Academy
Eau Claire
Lutheran Westland
Marcellus
Rogers City
Taylor Preparatory
Traverse City Grand Traverse Academy

Moving Down From Class C to Class D

Detroit Universal Academy
Detroit Winans Academy of Performing Arts
Flint International Academy
Kimball Landmark Academy
Mendon
Mio-Au Sable
Newberry
Pittsford
St. Ignace LaSalle
Three Oaks River Valley

Flynn Named 2014 Forsythe Winner

Escanaba's Dan Flynn has advocated for Michigan high school student-athletes both in the Upper Peninsula and throughout Michigan during his more than 40 years as a coach, official and athletic administrator. In recognition of his service, Flynn was named the 2014 recipient of the MHSAA's Charles E. Forsythe Award.

The annual award is in its 37th year and is named after former MHSAA Executive Director Charles E. Forsythe, the Association's first full-time and longest-serving chief executive. Forsythe Award recipients are selected each year by the MHSAA Representative Council, based on an individual's outstanding contribution to the inter-scholastic athletics community. Flynn received his honor during the break after the first quarter of the MHSAA Class A Boys Basketball Final on March 22 at the Breslin Student Events Center in East Lansing.

Flynn, 67, joined the staff at Escanaba High School as a teacher and coach in 1971 and eventually served as the varsity wrestling coach from 1973-84, varsity football coach from 1985-2011 and varsity boys track and field coach from 1992-2002. He also served as athletic director from 1983-96 and as an assistant principal for five years.

Flynn also represented the Upper Peninsula as an elected member of the MHSAA Representative Council from 1988-2010.

"He's a coach at heart. He was very student-athlete oriented in his thinking about MHSAA policies and programs and was a dependable voice to bring up the student perspective," MHSAA Executive Director Jack Roberts said. "While he spent his career in the Upper Peninsula, he was capable of thinking about the good for the state as a whole. We're proud to honor Dan Flynn with the Forsythe Award."

Before beginning at Escanaba, Flynn taught and coached at Ishpeming High School, including leading the wrestling program from 1967-71. He coached Ishpeming to an MHSAA Upper Peninsula wrestling championship in 1971 and then Escanaba's wrestling team to six MHSAA U.P. titles in nine seasons. As an assistant football coach for the Eskymos he helped lead the team to the MHSAA Class A title in 1981 and a runner-up finish in 1979.

He also served as a track and field official for 42 seasons, and this fall returned to coaching as a football assistant at Marquette High School.

"My focus has been taking care of kids and helping kids have success. It's the essence of education, the essence of coaching," Flynn said. "The coaches help, the schools help, the parents help provide the programs. But the reason is the kids."



Dan Flynn

Flynn received the MHSAA's Allen W. Bush Award in 2000 for his contributions to the association. He was inducted into the Michigan High School Coaches Association Hall of Fame in 2001, the Michigan High School Football Coaches Association Hall of Fame in 2003 and the Upper Peninsula Sports Hall of Fame in 2009.

His contributions to his community have reached outside athletics as well. Flynn has participated with the Youth Assistance Program and American Heart Association in Delta County and as a CPR instructor for the Superior Upper Peninsula chapter of the American Red Cross.

Flynn grew up in Chicago and received his bachelor's degree in health and physical education from Northern Michigan University in 1969 and a master's from NMIU in 1993, and played football for the Wildcats as an undergrad. He also studied at Utah State University and the University of Oregon.

Past recipients of the Charles E. Forsythe Award

- 1978 - Brick Fowler, Port Huron; Paul Smarks, Warren
- 1979 - Earl Messner, Reed City; Howard Beatty, Saginaw
- 1980 - Max Carey, Freesoil
- 1981 - Steven Sluka, Grand Haven; Samuel Madden, Detroit
- 1982 - Ernest Buckholz, Mt. Clemens; T. Arthur Treloar, Petoskey
- 1983 - Leroy Dues, Detroit; Richard Maher, Sturgis
- 1984 - William Hart, Marquette; Donald Stamats, Caro
- 1985 - John Cotton, Farmington; Robert James, Warren
- 1986 - William Robinson, Detroit; Irving Soderland, Norway
- 1987 - Jack Streidl, Plainwell; Wayne Hellenga, Decatur
- 1988 - Jack Johnson, Dearborn; Alan Williams, North Adams
- 1989 - Walter Bazylewicz, Berkley; Dennis Kiley, Jackson
- 1990 - Webster Morrison, Pickford; Herbert Quade, Benton Harbor
- 1991 - Clifford Buckmaster, Petoskey; Donald Domke, Northville
- 1992 - William Maskill, Kalamazoo;
Thomas G. McShannock, Muskegon
- 1993 - Roy A. Allen Jr., Detroit; John Duncan, Cedarville
- 1994 - Kermit Ambrose, Royal Oak
- 1995 - Bob Perry, Lowell
- 1996 - Charles H. Jones, Royal Oak
- 1997 - Michael A. Foster, Richland;
Robert G. Grimes, Battle Creek
- 1998 - Lofton C. Greene, River Rouge; Joseph J. Today, Essexville
- 1999 - Bernie Larson, Battle Creek
- 2000 - Blake Hagman, Kalamazoo; Jerry Cvengros, Escanaba
- 2001 - Norm Johnson, Bangor; George Lovich, Canton
- 2002 - John Fundukian, Novi
- 2003 - Ken Semelsberger, Port Huron
- 2004 - Marco Marcet, Frankenmuth
- 2005 - Jim Feldkamp, Troy
- 2006 - Dan McShannock, Midland; Dail Prucka, Monroe
- 2007 - Keith Eldred, Williamston; Tom Hickman, Spring Lake
- 2008 - Jamie Gent, Haslett; William Newkirk, Sanford-Meridian
- 2009 - Paul Ellinger, Cheboygan
- 2010 - Rudy Godefroidt, Hemlock; Mike Boyd, Waterford
- 2011 - Eric C. Federico, Trenton
- 2012 - Bill Mick, Midland
- 2013 - Jim Gilmore, Tecumseh; Dave Hutton, Grandville

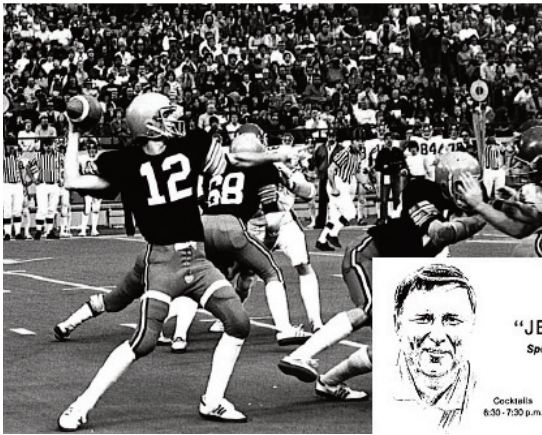
MHSAA Loses Friend and Leader Jerry Cvengros

Retired Associate Director Jerry Cvengros, who served at the MHSAA for more than 13 years after three decades at Escanaba High School, died Monday, March 31, in Lansing. He was 80.

As lead assistant to Executive Director Jack Roberts from August 1988 until retiring in January 2002, Cvengros served as director of football and briefly hockey in addition to coordinating the Program of Athletic Coaches Education (PACE), presenting annual in-service training for administrators and serving as MHSAA liaison to statewide principals, athletic directors and coaches associations.

runner-up finish in 1979 and the MHSAA championship in 1981. That team remains the only Class A/Division 1 team from the Upper Peninsula to win an MHSAA football title. Cvengros was inducted into the Michigan High School Football Coaches Association Hall of Fame and served on its original Board of Directors.

His 1979 team fell to Detroit Catholic Central 32-7, but he brought the Eskymos back to the Finals for a 16-6 win over Fraser two seasons later. Cvengros' championship lineup included quarterback Kevin Tapani, who would go on to pitch and win a World Series with the Minnesota Twins among



Recognition Dinner
for
"JERRY" CVENGROS
Sponsored by Escanaba Fan Club
Terrace Motor Inn
March 2, 1985
Cocktails 6:30 - 7:30 p.m.
Dinner \$15.00
Program 8:00 p.m.

(Clockwise, from left) Escanaba quarterback Mike Beveridge fires a pass during the 1979 Class A Final; Cvengros co-authored a book on coaching youth football; he was celebrated once more in Escanaba following his final season as football coach.

He came to the MHSAA after 30 years at Escanaba, where he taught, coached, served as athletic director and later principal during a tenure stretching from August 1958 through July 1988. While at Escanaba, Cvengros also represented Upper Peninsula Class A and B schools on the MHSAA Representative Council from 1983-88 and served as the Council's president from 1986-88.

Cvengros received the MHSAA's Charles E. Forsythe Award in 2000 in recognition of his many and significant contributions to interscholastic athletics.

"During his lifetime, Jerry Cvengros impacted every area of interscholastic athletics as a coach, athletic director, principal and then associate director of the MHSAA," Roberts said. "He was the perfect combination of fairness, toughness and diplomacy, able to draw on a vast knowledge of MHSAA rules and an understanding of educational athletics fostered by his various experiences.

"Jerry was known and respected statewide for his dedication, and his contributions have had a lasting impact."

Cvengros built an elite football program at Escanaba as varsity head coach from 1962-84, leading the Eskymos to a 161-42-3 record, a Class A

five major league stops, and tailback Dean Alto-belli, who later played at Michigan State University. The title run included a 15-14 Semifinal win over Dearborn Fordson thanks to a savvy two-point conversion call by Cvengros, who wanted to avoid overtime after a late score drew Escanaba to within a point of tying the score.

As the MHSAA's director of football, Cvengros was instrumental in creating the current playoff format that expanded the field from 128 to 256 teams beginning with the 1999 season. He also co-authored *Youth Football: A Complete Handbook*, a guide to coaching at that level.

Among many additional honors, Cvengros was inducted into the Upper Peninsula Sports Hall of Fame and Michigan High School Coaches Association Hall of Fame and received the Distinguished Service Award from the Michigan Interscholastic Athletic Administrators Association. The National Federation of State High School Associations twice awarded Cvengros with a Citation – the NFHS' highest honor – for his service as a coach and then as a member of the MHSAA staff.

Since his retirement, Cvengros and his wife Shelley continued to reside in Okemos. Cvengros was a 1951 graduate of Ironwood High School and

went on to study and play football at the University of Wisconsin in Madison. He earned his bachelor's degree in secondary education and teaching from the University of Wisconsin-Superior and a master's from Northern Michigan University.

He taught English, history and physical education at Escanaba High School and also coached basketball and track and field. He became the school's athletic director in 1970,



added the duties of activities director in 1975 and became principal in 1983.

Cvengros is survived by his wife and children Michael, Steven and David, and seven grandchildren. He was preceded in death by his daughter Lee Ann (Cvengros) Swasey in May 2013.

— Geoff Kimmerly
MHSAA Second Half editor

Ann Arbor's Bennett Inducted into National Hall

Former Ann Arbor Huron athletic director **Jane Bennett** was among five inducted into the National Interscholastic Athletic Administrators Association Hall of Fame in December.



Bennett served 26 years as a teacher, coach, athletic director and assistant principal in Michigan before spending the last decade as a principal at two schools in Montana. She served as athletic director at Huron for 15 years through 2002-03. The NIAAA reported that during her final decade in that position, participation in athletics doubled.

Bennett, who received her bachelor's and master's degrees from the University of Michigan, began her career at Huron in 1977 as varsity softball coach and became a math teacher and the co-director of athletics a year later. She coached the softball team 14 seasons before moving into the full-time athletic director position. Bennett was co-founder of the Michigan High School Softball Coaches Association and served as MHSSCA president from 1982-87.

Among other achievements at Huron, Bennett was a leader in a successful campaign to gain voter approval of a \$60 million bond package, which included \$20 million to improve and expand athletic facilities. She also developed curriculum for an annual varsity captains/head coaches leadership training program and composed handbooks/guidebooks for coaches, athletes and parents.

Bennett also was a valuable contributor to the Michigan Interscholastic Athletic Administrators Association and the NIAAA. She was president of the MIAAA in 1993-94 and a state conference

speaker on several occasions. Bennett also served in various NIAAA leadership positions including on the committee that developed the Leadership Training Institute in 1996.

Bennett was named MIAAA Athletic Director of the Year in 1998 and received its State Award of Merit in 1997. She received the MHSAA's Women in Sports Leadership Award in 1995 and was inducted into the MHSSCA Hall of Fame in 1995. Prior to her selection to the NIAAA Hall of Fame, Bennett was honored with the NIAAA Distinguished Service Award in 1998 and the NIAAA Thomas E. Frederick Award of Excellence in 2000. In 2005, she was inducted into the National Council of Secondary School Athletic Directors Hall of Fame, having served as its president in 2003 and been selected as its Athletic Director of the Year in 1998.

PSL's Ward: 'Pillar' of Detroit Athletics

Alvin Ward, the executive director of athletics for the Detroit Public School League and a member of the MHSAA Representative Council, received a 2014 Pillar in the Community Award in April from the Coast II Coast All-Stars, a Detroit-based pro basketball team that plays in the American Basketball Association.



Ward has served as a teacher, assistant principal and principal as well for Detroit Public Schools, and directs programs with a combined 500 coaches and 4,500 athletes.

Have an Opinion? Attend MHSAA Update Meetings

Following are the results of the 2013 MHSAA Update Meeting Opinion Poll, minus those questions involving Junior High/Middle School topics, which appeared in the Winter issue of *benchmarks*.

SPORTSMANSHIP

28. Do you favor a requirement that players who are disqualified from a contest for unsportsmanlike conduct more than once in a season must complete a free online sportsmanship course before they may return to play?

Yes 492 (90.61%)				No 51 (9.39%)			
30	Superintendents (6.10%)	125	Class A (25.41%)	5	Superintendents (9.80%)	21	Class A (4.27%)
72	Principals (14.63%)	152	Class B (30.89%)	7	Principals (13.73%)	11	Class B (2.24%)
368	Ath Directors (74.80%)	123	Class C (25.00%)	37	Ath Directors (72.55%)	9	Class C (1.83%)
2	Coaches (0.41%)	79	Class D (16.06%)	0	Coaches (0.00%)	9	Class D (1.83%)
3	Board Members (0.61%)	9	Jr High/Middle (1.83%)	0	Board Members (0.00%)	1	Jr High/Middle (0.20%)
17	Other (3.46%)	4	Other (0.81%)	2	Other (3.92%)	0	Other (0.00%)

29. Do you favor a requirement that coaches who are disqualified from a contest for unsportsmanlike conduct more than once in a season must complete a free online sportsmanship course before they may return to coaching?

Yes 509 (93.57%)				No 35 (6.43%)			
30	Superintendents (5.89%)	130	Class A (25.54%)	5	Superintendents (14.29%)	16	Class A (3.14%)
75	Principals (14.73%)	158	Class B (31.04%)	4	Principals (11.43%)	6	Class B (1.18%)
382	Ath Directors (75.05%)	127	Class C (24.95%)	24	Ath Directors (68.57%)	5	Class C (0.98%)
2	Coaches (0.39%)	81	Class D (15.91%)	0	Coaches (0.00%)	7	Class D (1.38%)
3	Board Members (0.59%)	9	Jr High/Middle (1.77%)	0	Board Members (0.00%)	1	Jr High/Middle (0.20%)
17	Other (3.34%)	4	Other (0.79%)	2	Other (5.71%)	0	Other (0.00%)

HEALTH AND SAFETY

Do you favor a requirement after July 31, 2015 for valid (current) certification in CPR for . . .
(You may vote yes or no for any or all 30 through 33.)

30. All head coaches of varsity teams at the high school level?

Yes 464 (85.61%)				No 78 (14.39%)			
26	Superintendents (5.60%)	123	Class A (26.51%)	8	Superintendents (10.26%)	23	Class A (4.96%)
69	Principals (14.87%)	138	Class B (29.74%)	9	Principals (11.54%)	24	Class B (5.17%)
348	Ath Directors (75.00%)	117	Class C (25.22%)	58	Ath Directors (74.36%)	15	Class C (3.23%)
2	Coaches (0.43%)	72	Class D (15.52%)	0	Coaches (0.00%)	16	Class D (3.45%)
3	Board Members (0.65%)	10	Jr High/Middle (2.16%)	0	Board Members (0.00%)	0	Jr High/Middle (0.00%)
16	Other (3.45%)	4	Other (0.86%)	3	Other (3.85%)	0	Other (0.00%)

31. All assistant and subvarsity coaches at the high school level?

Yes 362 (66.91%)				No 179 (33.09%)			
24	Superintendents (6.63%)	97	Class A (26.80%)	10	Superintendents (5.59%)	48	Class A (13.26%)
62	Principals (17.13%)	110	Class B (30.39%)	17	Principals (9.50%)	52	Class B (14.36%)
258	Ath Directors (71.27%)	89	Class C (24.59%)	147	Ath Directors (82.12%)	43	Class C (11.88%)
2	Coaches (0.55%)	56	Class D (15.47%)	0	Coaches (0.00%)	32	Class D (8.84%)
3	Board Members (0.83%)	7	Jr High/Middle (1.93%)	0	Board Members (0.00%)	3	Jr High/Middle (0.83%)
13	Other (3.59%)	3	Other (0.83%)	5	Other (2.79%)	1	Other (0.28%)

32. All head coaches at the junior high/middle school level?

Yes 422 (78.44%)		No 116 (21.56%)	
27	Superintendents (6.40%)	113	Class A (26.78%)
64	Principals (15.17%)	123	Class B (29.15%)
310	Ath Directors (73.46%)	108	Class C (25.59%)
2	Coaches (0.47%)	65	Class D (15.40%)
3	Board Members (0.71%)	9	Jr High/Middle (2.13%)
16	Other (3.79%)	4	Other (0.95%)

33. All assistant coaches at the junior high/middle school level?

Yes 313 (58.40%)				No 223 (41.60%)			
20	Superintendents (6.39%)	81	Class A (25.88%)	15	Superintendents (6.73%)	64	Class A (20.45%)
55	Principals (17.57%)	100	Class B (31.95%)	22	Principals (9.87%)	63	Class B (20.13%)
221	Ath Directors (70.61%)	75	Class C (23.96%)	179	Ath Directors (80.27%)	55	Class C (17.57%)
2	Coaches (0.64%)	48	Class D (15.34%)	0	Coaches (0.00%)	36	Class D (11.50%)
3	Board Members (0.96%)	6	Jr High/Middle (1.92%)	0	Board Members (0.00%)	4	Jr High/Middle (1.28%)
12	Other (3.83%)	3	Other (0.96%)	7	Other (3.14%)	1	Other (0.32%)

34. Do you favor a requirement that any person who is hired as the head coach of a varsity team at the high school level for the first time at any MHSAA member high school, to start after July 31, 2016, must have completed the Coaches Advancement Program (CAP) Level 1 or 2?

Yes 254 (47.48%)				No 281 (52.52%)			
19	Superintendents (7.48%)	71	Class A (27.95%)	15	Superintendents (5.34%)	75	Class A (29.53%)
38	Principals (14.96%)	80	Class B (31.50%)	40	Principals (14.23%)	79	Class B (31.10%)
184	Ath Directors (72.44%)	64	Class C (25.20%)	217	Ath Directors (77.22%)	67	Class C (26.38%)
0	Coaches (0.00%)	29	Class D (11.42%)	2	Coaches (0.71%)	57	Class D (22.44%)
1	Board Members (0.39%)	7	Jr High/Middle (2.76%)	1	Board Members (0.36%)	2	Jr High/Middle (0.79%)
12	Other (4.72%)	3	Other (1.18%)	6	Other (2.14%)	1	Other (0.39%)

SCRIMMAGES

35. Do you favor a rule that permits any number of the total number of allowed scrimmages to occur before or after the first contest, regardless of sport?

Yes 364 (67.53%)				No 175 (32.47%)			
12	Superintendents (3.30%)	97	Class A (26.65%)	22	Superintendents (12.57%)	48	Class A (13.19%)
46	Principals (12.64%)	113	Class B (31.04%)	32	Principals (18.29%)	49	Class B (13.46%)
295	Ath Directors (81.04%)	80	Class C (21.98%)	110	Ath Directors (62.86%)	50	Class C (13.74%)
0	Coaches (0.00%)	66	Class D (18.13%)	2	Coaches (1.14%)	22	Class D (6.04%)
1	Board Members (0.27%)	6	Jr High/Middle (1.65%)	2	Board Members (1.14%)	4	Jr High/Middle (1.10%)
10	Other (2.75%)	2	Other (0.55%)	7	Other (4.00%)	2	Other (0.55%)

OFFICIALS

36. Do you favor the requirement that a first-time official must complete a free, online "Officiating 101" course before that official may renew registration for a second year?

Yes 471 (87.06%)				No 70 (12.94%)			
34	Superintendents (7.22%)	134	Class A (28.45%)	0	Superintendents (0.00%)	12	Class A (2.55%)
73	Principals (15.50%)	142	Class B (30.15%)	6	Principals (8.57%)	21	Class B (4.46%)
343	Ath Directors (72.82%)	110	Class C (23.35%)	61	Ath Directors (87.14%)	20	Class C (4.25%)
0	Coaches (0.00%)	72	Class D (15.29%)	2	Coaches (2.86%)	16	Class D (3.40%)
3	Board Members (0.64%)	10	Jr High/Middle (2.12%)	0	Board Members (0.00%)	0	Jr High/Middle (0.00%)
18	Other (3.82%)	3	Other (0.64%)	1	Other (1.43%)	1	Other (0.21%)

37. Do you favor the requirement that an official must attend an MHSAA conducted or approved camp or clinic (three-hour minimum duration) during the first three years before that official may renew registration for a fourth year?

Yes 424 (78.23%)				No 118 (21.77%)			
28	Superintendents (6.60%)	125	Class A (29.48%)	6	Superintendents (5.08%)	21	Class A (4.95%)
64	Principals (15.09%)	133	Class B (31.37%)	15	Principals (12.71%)	30	Class B (7.08%)
310	Ath Directors (73.11%)	103	Class C (24.29%)	95	Ath Directors (80.51%)	28	Class C (6.60%)
2	Coaches (0.47%)	52	Class D (12.26%)	0	Coaches (0.00%)	36	Class D (8.49%)
3	Board Members (0.71%)	9	Jr High/Middle (2.12%)	0	Board Members (0.00%)	1	Jr High/Middle (0.24%)
17	Other (4.01%)	2	Other (0.47%)	2	Other (1.69%)	2	Other (0.47%)



Good Call?

Survey results show that administrators favor courses and clinics for newer officials wishing to renew their registrations early in their careers.

38. Do you favor a new requirement that when schools outsource the hiring/assigning of MHSAA registered officials, then the assigner utilized must be one listed as registered by the MHSAA, which is one compliant with all business practices prescribed by state and federal agencies?

Yes 464 (85.93%)

No 76 (14.07%)

31	Superintendents (6.68%)	134	Class A (28.88%)	3	Superintendents (3.95%)	12	Class A (2.59%)
69	Principals (14.87%)	142	Class B (30.60%)	8	Principals (10.53%)	20	Class B (4.31%)
343	Ath Directors (73.92%)	104	Class C (22.41%)	62	Ath Directors (81.58%)	26	Class C (5.60%)
1	Coaches (0.22%)	71	Class D (15.30%)	1	Coaches (1.32%)	17	Class D (3.66%)
2	Board Members (0.43%)	9	Jr High/Middle (1.94%)	1	Board Members (1.32%)	1	Jr High/Middle (0.22%)
18	Other (3.88%)	4	Other (0.86%)	1	Other (1.32%)	0	Other (0.00%)

The MHSAA will be using RefPay when payments to MHSAA tournament officials are directly from the MHSAA office. Do you favor the exclusive use of RefPay for . . .

39. Payments to all MHSAA tournament officials at the District, Regional, Quarterfinal and Semifinal levels hosted by member schools?

Yes 327 (62.17%)

No 199 (37.83%)

24	Superintendents (7.34%)	98	Class A (29.97%)	10	Superintendents (5.03%)	46	Class A (14.07%)
56	Principals (17.13%)	94	Class B (28.75%)	20	Principals (10.05%)	63	Class B (19.27%)
232	Ath Directors (70.95%)	73	Class C (22.32%)	163	Ath Directors (81.91%)	52	Class C (15.90%)
1	Coaches (0.31%)	54	Class D (16.51%)	1	Coaches (0.50%)	33	Class D (10.09%)
2	Board Members (0.61%)	6	Jr High/Middle (1.83%)	0	Board Members (0.00%)	3	Jr High/Middle (0.92%)
12	Other (3.67%)	2	Other (0.61%)	5	Other (2.51%)	2	Other (0.61%)

40. Payments by member schools to all MHSAA registered officials during the regular season?

Yes 246 (46.59%)

No 282 (53.41%)

17	Superintendents (6.91%)	76	Class A (30.89%)	16	Superintendents (5.67%)	68	Class A (27.64%)
38	Principals (15.45%)	69	Class B (28.05%)	39	Principals (13.83%)	88	Class B (35.77%)
179	Ath Directors (72.76%)	58	Class C (23.58%)	218	Ath Directors (77.30%)	68	Class C (27.64%)
1	Coaches (0.41%)	35	Class D (14.23%)	1	Coaches (0.35%)	52	Class D (21.14%)
1	Board Members (0.41%)	6	Jr High/Middle (2.44%)	1	Board Members (0.35%)	4	Jr High/Middle (1.63%)
10	Other (4.07%)	2	Other (0.81%)	7	Other (2.48%)	2	Other (0.81%)

INTERNATIONAL STUDENTS

41. Do you favor a limit (e.g., 1 percent of a school's enrollment or 5, whichever is greater) on the total number of students on both a J-1 or F-1 visa that may participate in varsity level sports at any school?

Yes 278 (51.96%)

No 257 (48.04%)

17	Superintendents (6.12%)	71	Class A (25.54%)	17	Superintendents (6.61%)	74	Class A (26.62%)
40	Principals (14.39%)	85	Class B (30.58%)	38	Principals (14.79%)	74	Class B (26.62%)
211	Ath Directors (75.90%)	70	Class C (25.18%)	188	Ath Directors (73.15%)	61	Class C (21.94%)
0	Coaches (0.00%)	41	Class D (14.75%)	2	Coaches (0.78%)	45	Class D (16.19%)
0	Board Members (0.00%)	9	Jr High/Middle (3.24%)	3	Board Members (1.17%)	1	Jr High/Middle (0.36%)
10	Other (3.60%)	2	Other (0.72%)	9	Other (3.50%)	2	Other (0.72%)

42. Do you favor a rule that limits international students on either a J-1 or F-1 visa to participation at the subvar-sity level if they have not been placed by a program listed by the Council on Standards for International Educational Travel (CSJET)?

Yes 258 (48.50%)

No 274 (51.50%)

18	Superintendents (6.98%)	57	Class A (22.09%)	16	Superintendents (5.84%)	85	Class A (32.95%)
35	Principals (13.57%)	84	Class B (32.56%)	42	Principals (15.33%)	76	Class B (29.46%)
196	Ath Directors (75.97%)	67	Class C (25.97%)	202	Ath Directors (73.72%)	64	Class C (24.81%)
0	Coaches (0.00%)	41	Class D (15.89%)	2	Coaches (0.73%)	44	Class D (17.05%)
0	Board Members (0.00%)	7	Jr High/Middle (2.71%)	3	Board Members (1.09%)	3	Jr High/Middle (1.16%)
9	Other (3.49%)	2	Other (0.78%)	9	Other (3.28%)	2	Other (0.78%)

Summary of Survey Respondents

RESPONDENTS' TITLE		RESPONDENTS' CLASSIFICATION	
36	Superintendents (6.61%)	146	Class A (26.79%)
79	Principals (14.50%)	164	Class B (30.09%)
406	Athletic Directors	133	Class C (24.40%)
2	Coaches (0.37%)	88	Class D (16.15%)
3	Board Members (0.55%)	10	Jr High / Middle (1.83%)
19	Other (3.49%)	4	Other (0.73%)

TOTAL SURVEYS RECEIVED = 545

Make Plans to Attend the 2014 AD In-Service/Update Meeting Series

Athletic directors should plan now to attend an AD In-Service and Update Meeting in the fall. While attendance is strong, some ADs have not attended as their duties have increased. We suggest the opposite approach and urge those who have not attended recently to make it a point of emphasis. Attending these efficient “2-in-1” programs improves leadership and service skills and can make your work less of a burden.

The Update meetings begin at noon and present current issues, rules, regulations, future plans, and pertinent Representative Council matters. SUPERINTENDENTS, PRINCIPALS, ATHLETIC DIRECTORS and SCHOOL BOARD MEMBERS should attend Update Meetings each year. Lunch is served at Update Meetings only. The Athletic Director In-Services runs from 8:30-11:45 a.m. and will focus on new actions, describing and defining regulations, MHSAA procedures, group discussions and more.



2014 AD In-Service/Update Meeting Schedule

Wednesday, Sept. 24	Kalamazoo, Pine West
Monday, Sept. 29	Warren, DeCarlos Banquet/Convention
Monday, Oct. 2	Lansing, Best Western Plus
Wednesday, Oct. 6	Comstock Park, English Hills Country Club
Thursday, Oct. 8	Frankenmuth, Zehnder's (Annual Business Meeting)
Monday, Oct. 13	Gaylord, Otsego Club & Resort
Friday, Oct. 24	Marquette, Superior Dome (no fee, no meal)

Got the MHSAA.com to register for a session near you!

Inform Students, Coaches and Parents of Summer Dead Period

Each school sets its own Summer Dead Period – a seven-consecutive day “zero player and coach contact period” for all sports and all coaches – no functions, fundraisers, parades, etc.

Non-school baseball and softball teams may continue their schedule during the dead period.

Set the period between a school's last day of participation in any MHSAA tournament and Aug. 1. It is recommended that the dead period include the 4th of July.

There is no requirement to report, but there is a requirement to designate and observe a dead period.

Please include ALL sports, especially tennis and swimming in the discussions. Be sure to publicize your Summer Dead Period to all parties and the community at large.



Efficiency is Effective...

The MHSAA is always willing to assist with issues concerning Association regulations. Please remember, however, the most efficient method of communication with the MHSAA on eligibility questions is through the athletic director or principal. Athletic directors should gather all information necessary on a question and then call or write the MHSAA. Coaches or parents calling the MHSAA on eligibility matters can create confusion and delay. ADs or principals are encouraged to contact the MHSAA office directly. Please follow this efficient path of communication.

Coaching Requirements Focus on Healthy Courses

New with fall sports 2014, the athletic director or principal of each school must attest that all high school coaches (**subvarsity and assistant coaches, paid or volunteer**) have completed an MHSAA rules meeting in their sport or in the alternative, one of several online courses designated for this purpose on MHSAA.com. Rules meetings must be completed by the established deadline each season (fall, winter, and spring).

Each season, athletic directors or principals will inform the MHSAA through our website (school administrator services) that all of its high school **assistant and subvarsity coaches** (paid or volunteer) have completed a rules meeting or one of the designated online courses. It is expected that the school will not permit an assistant or subvarsity coach to be present at the MHSAA tournament in that sport if he or she did not fulfill this requirement.

For several years, only high school **varsity head coaches** have been required to complete a sport rules meeting as a condition of coaching in the MHSAA tournament. The head coach's requirement, email notification and MHSAA tracking **has not changed** and continues in 2014-15.



The deadlines for each MHSAA member high school to certify on its My MHSAA page of MHSAA.com that all of its assistant and subvarsity coaches (paid and volunteer) have completed this requirement are as follows:

- Fall Sports - Sept. 18
- Winter Sports - Dec. 18
- Spring Sports - April 16

Assistant and subvarsity coaches who have been registered in the MHSAA's system with an up-to-date email address may log in to MHSAA.com and complete the same rules meeting as the varsity head coach. In the alternative, there are seven free online alternative courses that the school may direct or permit assistant and subvarsity coaches. Regardless of the course and method utilized, the administration of the school is responsible for at-

testing to the completion of the requirement by all fall sports team coaches by the deadlines listed.

Schools may fulfill this regulation for assistant and subvarsity high school coaches.

1. **Individual Coaches Completing a Rules Meeting for Credit:** Enter the names and email addresses into MHSAA.com of all sub varsity and assistant coaches so they may complete an online rules meeting. Currently, many schools only identify head coaches on MHSAA.com. **Only coaches whose names and emails are submitted by the school can complete a rules meeting for credit.**
2. **Individuals or Groups Completing Online Courses or Rules Meetings:** School administrators provide the opportunity in a group setting or individually and certify each season that all high school sub varsity and assistant coaches have completed a designated online course or rules meeting. Administrators may track this internally and record as they see fit or may show an online course to an entire group. For example, an assistant coach may view a rules meeting with a head coach and the assistant be given credit by the school administrator. **A head coach's completion must still be tracked through MHSAA.com for credit.**

This is an annual requirement, and an online course may only serve to fulfill one year of the requirement and may not be duplicated in subsequent years. Many coaches who completed an NFHS or CDC online concussion course in the past (as required in some cases by Public Acts 342 and 343) may use this course to fulfill the requirement in the first year (if the school allows). These courses remain among the possible courses available on MHSAA.com. among the approved list below.

Approved Courses for Credit

These are the seven courses which will allow high school assistant and subvarsity coaches to fulfill the requirement for the 2014-15 school year (*found on all sport home pages of MHSAA.com, and on the Health & Safety page*):

- MHSAA Rules Meeting Concussion Information & Protocol Review
- NFHS "Concussion in Sports Course" – Info | Online Course
- University of Michigan Health Systems High School Coach Concussion Training – Online Course
- Heads Up to Clinicians: Addressing Concussion in Sports Among Kids and Teens – Online Course from the CDC
- NFHS "Creating a Safe and Respectful Environment" – Info | Online Course
- NFHS Course – A Guide to Heat Acclimatization & Heat Illness Prevention
- NFHS Course – A Guide to Sports Nutrition

Football Practice Policies in Place for 2014

Following is the MHSAA Football Practice Policy, as adopted by the Representative Council March 21, and effective this coming August (2014)



1. During the first week of practice of the season, only helmets are allowed the first two days, only shoulder pads may be added on the third and fourth days, and full pads may not be worn until the fifth day of team practice.
2. Before the first regular-season game, schools may not schedule more than one “collision” practice in a day.
 - A “collision” practice is one in which there is live, game-speed, player-vs.-player contact in pads (not walk-throughs) involving any number of players. This includes practices with scrimmages, drills and simulations where action is live, game-speed, player-vs.-player.
 - If any part of a drill or scrimmage involves live game-speed player-vs.-player contact in pads, it is a collision practice even if players do not execute full tackles at a competitive pace that takes players to the ground.
 - During any additional practice sessions that day, players may wear helmets and other pads (neither is mandatory). Blocking and tackling technique may be taught and practiced. However, full-speed contact is limited to players vs. pads, shields, sleds or dummies.
3. After the first regular-season game, teams may conduct no more than two collision practice days in any week, Monday through Sunday. During other days of practice, players may wear helmets and other protective pads (neither is mandatory). Blocking and tackling technique may be taught and practiced. However, full-speed contact is limited to players vs. pads, shields, sleds or dummies.
4. No single practice may exceed three hours, and the total practice time for days with multiple practice sessions may not exceed five hours.
 - Warm-up, stretching, speed and agility drills and cool down are all considered part of practice. Neither strength/weight training activities nor video/classroom sessions are considered practice for the purposes of the three- or five-hour limits.

Football Practice Policy Q & A

- Q** Would the proposals apply at both the high school and junior high/middle school levels?
A Yes.
- Q** Is the purpose of the proposals to improve student-athlete acclimatization or reduce head trauma?
A Both.
- Q** What is the Task Force position on “girdle pads” during the first week of practice?
A Girdle pads may be worn under or in place of shorts during the first four days of acclimatization practice that precede the first day in full pads.
- Q** Does the three-hour limit on single practices and the five-hour limit for multiple practices on the same day apply only to football?
A Yes. The Task Force recommends that the limits be added as soon as possible to the MHSAA “Model Policy for Managing Heat & Humidity” and apply to all sports.
- Q** How much time is required between sessions on days with multiple practices?
A Because practice venues differ greatly and some may raise questions regarding supervision and the possibility of injury risks as great off the field as on, the Task Force declined to set a maximum and minimum length of rest periods. However, one hour between practices when there is no physical activity is the minimum recommendation. Classroom sessions would be allowed during the period of physical rest.
 To be clear, break time is not included in the five-hour limit.
- Q** Can a team have different collision days for different players?
A If varsity and subvarsity squads practice separately, their collision days may be different days. However, if the squads practice together, then their collision days must be the same.

Scholar-Athlete Class of 2014 Honored

The Michigan High School Athletic Association/Farm Bureau Insurance Scholar-Athlete Award has been recognizing the top student-athletes for 25 years. Applicants for the Scholar-Athlete Award must meet the following criteria: A minimum cumulative grade-point average of 3.5 on a 4.0 scale; and must have previously won a varsity letter. Applicants also show involvement in other school and community activities; submit two letters of recommendation and a 500-word essay on the importance of sportsmanship in educational athletics.

Recipients of the 2013-14 Scholar-Athlete Award receive a \$1,000 college scholarship to be used at the college, university, or trade school of their choice during the 2014-15 school year. This year, 1,701 applicants from 407 schools were received for the 32 scholarships. Class A students were guaranteed 12 winners, Class B eight winners, Class C six winners and Class D four winners. Two at-large winners were also selected.

All scholarship recipients were honored in ceremonies at halftime of the Class C Boys Basketball Final at the Breslin Student Events Center in East Lansing on March 22.



32 student-athletes from around the state are honored during the MHSAA Boys Basketball Finals each year for academic excellence.

2014 Scholar-Athlete Award Winners

Bailey Baker, Eaton Rapids, Class B	Grace Kao, Okemos, Class A
Paige Blakeslee, Gibraltar Carlson, Class A	Nicholas Linck, Grand Rapids West Catholic, Class B
Peyton Boughton, Sturgis, Class B	Erin McDonnell, Traverse City St Francis, Class C
Anthony William Canonie, South Haven, Class B	Cody James McKay, Utica Ford, Class A
Kirsten Avery Chambers, Riverview, Class A	Steven McKenzie, Marcellus, Class D
MacKenzie Ciganick, Bellaire, Class D	Devin Morrow, Three Oaks River Valley, Class C
Elizabeth Cowger, Fenton, Class A	Samuel A Mousigian, Dearborn, Class A
Melissa Dowell, Clinton, Class C	Noah Nicholl, Yale, Class B
Stephen T Erwin, Royal Oak Shrine Catholic, Class C	Kirsten Olling, Breckenridge, Class C
Ryan S Fischer, Grandville, Class A	Courtney Reinhold, Saginaw Swan Valley, Class B
John Gatti, Grosse Ile, Class B	Ty Michael Rollin, Beal City, Class C
Caroline Ann Hagan, East Lansing, Class A	Vikram Shanker, Midland Dow, Class A
Anna Haritos, Auburn Hills Avondale, Class A	Elianna Shwayder, Saline, Class A
Grant Hohlbein, Adrian Lenawee Christian, Class D	Roxane L. Strobel, Spring Lake, Class B
Sara Inbody, Deckerville, Class D	Jalal Taleb, Dearborn Heights Crestwood, Class A
Rami Kadouh, Dearborn, Class A	Tanner Vincent, Novi, Class A



Baker



Blakeslee



Boughton



Canonie



Chambers



Ciganick



Cowger



Dowell



Erwin



Fischer



Gatti



Hagan



Haritos



Hohlbein



Inbody



Kadouh



Kao



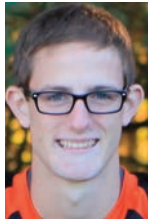
Linck



McDonnell



McKay



McKenzie



Morrow



Mousigian



Nicholl



Olling



Reinhold



Rollin



Shanker



Shwayder



Strobel



Taleb



Vincent

Visit the Students page of MHSAA.com
for a Scholar-Athlete History, and
for 2014-15 Application Information

School Administrators: Working Effectively with Game Officials

“A Jug of Wine, a Loaf of Bread, and Thou.”

This quote from the *Rubaiyat of Omar Khayyam* sums up the needs of an 11th century Persian poet. Most people seem to have a much longer list of basic requirements. However, host schools will typically find that the wish lists of their sports officials are rather short and easy to address even before the doors open for a contest.

Perhaps the sports officials’ list of needs should read: “A bottle of water, a clean towel and a hot shower.” It’s probably neither poetic nor memorable in literary circles, but officials certainly remember when host schools provide things as simple as these to demonstrate their respect for and appreciation of the officials’ commitment to high school athletics.

Most officials have excellent experiences at schools and only on rare occasions work with school representatives who consider officials to be “a necessary inconvenience.” Most athletic directors recognize that officials are one part of the team required to make each contest successful. Players, fans, coaches, and officials must all play important roles in interscholastic sports, and a positive overall experience at each event will result from respecting the needs of each component of the event.

It is easy to forget that an official often arrives at a high school sporting event after having completed a day of work at his or her full-time job. Officials are doctors, factory workers, accountants, farmers and homemakers who have a passion for working with young athletes after the regular workday ends. Whatever their occupations may be, they appreciate and value host schools’ recognition of not only the time and talent they share on the court, but also the commitment they have made to arrive at schools on time and prepared to officiate.

In survey after survey, officials report the same three items as their top wants when officiating a sports contest: warm water in the shower, a clean towel and some type of hydrating drink before, during and after the contest. It is that simple.

A continuing source of puzzlement to officials is why schools have locker rooms and shower facilities that lack water pressure or hot water! The running joke among officials is that they receive hot water only when the home team wins. Not every official needs or wants a shower after a contest, but the opportunity for one should be made available. Most officials don’t want to drive home dirty and sweaty, especially if they have arrived at a school straight from work and in professional clothing.

Officials also appreciate a clean towel to use after a shower. This is another simple “perk” that

demonstrates the respect of a host school for its officials. Some schools have been known to provide a souvenir towel for each official. The towel may include the school name and mascot or a logo for the name of the tournament. That is both unexpected and unnecessary, but what a neat indication of a host school’s attention to detail in preparing for its sporting contests. This level of preparedness gives officials good reason to anticipate the court or field is well prepared, the table officials are well trained and the event is well organized.

Many articles outlining the importance of keeping high school student-athletes hydrated have been published. Water during both prac-

tices and contests is vital. Proper hydration in “off” hours is also discussed. Likewise, providing water for officials should be part of an administrator’s pre-contest routine. A small cooler filled with bottled water in their dressing room would be a dream-come-true for most officials. If providing a cooler isn’t feasible, the host school might simply ask officials upon their arrival if they have a drink preference and then have it delivered to their locker room before the contest begins.

It is also important to remember the importance of hydration for officials who are working warm weather outdoor contests. Football officials always appreciate it when a team manager offers water during some of those hot and humid nights in August. This is another example of a small action that demonstrates an athletic department’s attention to detail and respect for the officials.



The on-time arrival of officials is a welcome sight for school administrators. In turn, make sure the officials feel welcome upon arrival at the site.

Of course, any time you ask people what they want beyond their basic needs, they will tell you. A clean and dry dressing room that is large enough for all officials makes many lists. A snack at the conclusion of the contest also makes some lists. It could be a candy bar, a bag of popcorn, fruit or leftover pizza from the concession stand. Other items that may appear on an official's wish list are a parking spot close to the dressing area, a complimentary ticket for a spouse or other family member and an escort to the dressing area.

“With today’s technology, there is no excuse for not providing pre-contest communication to a school.”

Officials realize that the athletic director has a host of duties during a contest and may not be able to meet and greet the officials upon their arrival. However, an adult should be assigned to the task so that he or she can address any issues or questions the officials may have and inform the athletic director that all of the officials have arrived.

Schools should demonstrate their respect for and appreciation of their officials. At the same time, though, those officials should offer their respect for the host school. This respect should come in many different forms. First should be a “thank you” to the school for its hospitality. Second, officials should demonstrate respect for the school by leaving the locker room provided to them well organized. Placing the used towels in a pile, placing empty drink and snack containers in the trash and picking up the area before leaving should be a small gesture of

appreciation offered by the crew.

Perhaps most importantly, an official should demonstrate respect to the school by confirming the date, time and place he or she is to officiate a contest and by arriving early, prepared both physically and mentally to work the contest. With today's technology, there is no excuse for not providing pre-contest communication to a school.

Working with sports officials is an important part of one's position as an athletic director. The reality is it takes only small gestures to work effectively with officials. A host school can only benefit from treating its officials well. Officials, including top-rated ones, will want to work at that school, and they will spread the word concerning the athletic director's professionalism and preparedness. Host schools are sometimes even formally acknowledged for their excellence when officials' associations present awards to them. Our partnership is vital to continue making high school athletic competition an integral part of students' educational experiences. If we use a quote from Aretha Franklin, “R-E-S-P-E-C-T,” we will serve each other and the athletes well for many seasons to come.

— Dave Sheets

Reprinted with permission from the March issue of the NFHS High School Today

Dave Sheets, a licensed basketball, football and volleyball official from Indiana, is the chairperson of the NFHS Officials Publications Committee. Sheets recently earned the designation of “Master Cooperative Communicator” from the Cooperative Communicators Association.

MDOA Golf Outing to Assist Officials for Kids

The Metro Detroit Officials Association is hosting a golf outing Sunday, June 1, 2014, to benefit Children's Miracle Network Hospitals in support of the Referees For Reading program at Beaumont Children's Hospital. The program is one of the initiatives made possible by Officials For Kids and the generosity of local MHSAA Officials in Southeastern Michigan.

The seventh annual event will take place at Fox Creek in Livonia at 12:30 p.m. Please contact Robert Williams at (313) 919-3609 for details and registration information. Cost is \$100 per golfer and includes lunch and a buffet dinner, in addition to the chance to compete for team and individual prizes.

The event raised approximately \$15,500 for Referees For Reading in the first five years. The program allows hospitalized children at Beaumont Children's Hospital to receive a bedside visit from a volunteer with a mobile Referees for Reading Book Cart. Each child is able to select and keep a new, age-appropriate book from the cart.

Children's Miracle Network Hospitals receiving donations through the Officials For Kids programs are: Beaumont Hospital (Royal Oak); Helen DeVos Children's Hospital (Grand Rapids); Sparrow Hospital (Lansing); and Hurley Medical Center (Flint).

The MHSAA is proud to accept donations from registering officials, and will continue to promote Officials for Kids to its membership. For more information, visit the Officials for Kids page of MHSAA.com, or contact Andi Osters: aosters@mhsaa.com.



Rules of the Games

Sharpen your skills with the following rules questions. Answers appear at the bottom of the next page.

Baseball

- The count is 2-2 and B1 swings at an inside fastball. As he swings at the pitch, the ball hits his hands on the bat and the ball rolls toward the pitcher in fair territory. The correct call is:
 - Fair ball; the ball remains in play.
 - Foul ball; the batter remains at bat with a 2-2 count.
 - Hit by pitch; send the batter to first base.
 - Dead ball; the batter is charged with a strike, and since the count was 2-2, he is declared out.

- The count is 2-2 and B1 is trying to get out of the way of an inside fastball. As he tries to avoid the pitch, the ball hits his hands on the bat and the ball rolls toward the pitcher in fair territory. The correct call is:
 - Fair ball; the ball remains in play.
 - Foul ball; the batter remains at bat with a 2-2 count as the hands are part of the bat.
 - Hit by pitch; send the batter to first base.
 - Dead ball; the batter is charged with a strike, and since the count was 2-2, he is declared out.



- R2 is rounding third base and is obstructed by the 3rd baseman (is seen and called by the umpire). R2 then continues toward home where he maliciously runs over the catcher before scoring. The correct call is:
 - The obstruction takes precedence; award R2 home.
 - The malicious contact takes precedence; call R2 out and eject him.
 - Since each team committed a violation, go back and replay the entire situation with the same count on the batter.

Boys Lacrosse

- A body check that targets a player in a defenseless position will result in the following penalty:
 - There is no such rule; it falls under unsportsmanlike conduct, one-three minutes non-releasable
 - Two to three minutes non releasable
 - One minute releasable
 - Technical foul, 30 seconds in box

- What happens when an illegal ball (one without a NOCSAE seal) is discovered during play and a goal has been scored?
 - Two minutes non releasable penalty to the home team.
 - The game is discontinued and the team ahead declared winner.
 - Goal stands, remove ball, no penalty. Re-suspend game with a NOCSAE ball. Repeated violations may result in delay of game penalty.
 - The non-scoring team is awarded the ball.
- Mark all of the following which are considered prohibited equipment .
 - Eye shade that is not a solid stroke or includes words, numbers or symbols.
 - Electronic communication worn by any of the 10 on-field players.
 - An I Pad used by the head coach on the sidelines.
 - A football helmet.

Girls Lacrosse

- Attack (A1) shoots on goal, the ball goes into the goal as A1 hits the defender (B1) on the shoulder with her follow through.
 - Legal. Goal is scored.
 - Illegal. Goal allowed.
 - Illegal. No goal, free position for B1 – 8m from the goal. A card is given to A1.
- The goalkeeper comes out of the goal circle and obstructs the free space to goal.
 - Legal. The goalkeeper may do whatever they want.
 - Illegal. The goalkeeper assumes all responsibilities of a field player when she leaves her goal circle.
 - Legal. The goalkeeper may obstruct as long as she remains on her side of the field.
- Green attacker has just scored a goal. As she moves up the field towards the center circle she pushes the Gold team defensive player who has been marking her.
 - Goal counts. Foul called and Gold team awarded a free position at center to restart play.
 - No goal. No foul called.
 - Goal counts. No foul called.



Soccer

- Team A has clear possession of the ball, when player A1 appears to be injured. The official stops the clock and beckons the trainer to the field. How should the game be restarted?
 - Direct free kick by Team A from where the ball was when the referee stopped play.
 - Indirect free kick by Team A from where the ball was when the referee stopped play.
 - Indirect free kick by Team B from where the ball was when the referee stopped play.
 - Drop ball from where the ball was when the referee stopped play.
- Team A is awarded a direct free kick, just outside of its own penalty area. Player A1 kicks the ball toward his own goalkeeper, but the goalkeeper slips and the ball rolls into Team A's goal untouched. What happens next?
 - Goal is awarded to Team B.
 - Team A re-takes the direct free kick from the initial spot.
 - Team B receives an indirect free kick from the initial spot.
 - Corner kick is given to Team B.
- Team A is awarded a throw-in. Which of the following are legal?
 - Player A1 throws the ball in while both feet are behind the touchline.
 - Player A1 throws the ball in while one foot is on the touchline and one is behind the line.
 - Player A1 throws the ball in while both feet are on the touchline.
 - Player A1 throws the ball in while one foot is on the touchline and one is on the field.



Softball

- Which of the following statements is NOT true regarding use of courtesy runners?
 - A team at bat may use a courtesy runner for only the pitcher and catcher at any time.
 - The same courtesy runner may be used for the pitcher and catcher.
 - When a legal courtesy runner is used for a pitcher or catcher, the pitcher or catcher is not considered to have left the game and may return without using their re-entry.
 - A player who has participated in the game or is participating in the game is not eligible to be a courtesy runner.
 - All courtesy runners should be reported to the plate umpire.
- When a player is discovered using an altered bat:
 - The batter is out and a team warning is given.
 - The batter is out and ejected and the coach is restricted to the dugout.
 - The batter is out and both the batter and coach are ejected.
- As F1 starts her pitch, B1 requests time by either stepping out of the batter's box or by putting her hands up. The pitcher legally delivers the pitch. Ruling:
 - The umpire shall declare "no pitch."
 - The umpire shall call a strike and the ball remains live.
 - The umpire shall call "time" and a dead-ball strike on B1.



Baseball Answers: 1-d (5-1-1 a; 7-2-1 d; 8-1-1 d); 2-c (5-1-1 a; 7-2-1 d; 8-1-1 d); 3-b (2-21; 2-22; 8-4-2 e)
 Boys Lacrosse Answers: 1-b (5-3-5); 2-c (1-5, Situation B); 3-a, b, d (1-10)
 Girls Lacrosse Answers: 1-c (6-3); 2-b (5-14); 3-a (7-11)
 Soccer Answers: 1-b (13-3-b); 2-d (13-4); 3-a, b, c (15-2)
 Softball Answers: 1-b (8-9); 2-c (7-4-2); 3-b (7-3-1)

Officials Registration Now Open for 2014-15 at MHSAA.com

International Student Policies in Place for 2014-15

The MHSAA has adopted policies and procedures designed to reduce the differences in the applications of the Transfer Regulation to J-1 and F-1 visa students and to reduce the disparate impact of Federal law on public and non-public schools.

Existing Federal Law

It is well known that J-1 visas are issued for a single year, while F-1 visas may be for multiple years. What is often overlooked are Federal regulations that (1) limit those F-1 students to one year of enrollment at any and all public schools in the US, and (2) require the public school to be fully reimbursed for the cost of educating that F-1 student.

Bottom line: If there was an F-1 visa student in attendance at your public school this school year, it is almost certain that student cannot be in attendance at any public school in the U.S. next school year.

Changing MHSAA Regulations

Statewide high school associations across the US are attempting to get ahead of or a handle on the exploding number of F-1 visa students flocking to secondary schools in this country. The MHSAA's effort, adopted by the Representative Council on March 21, 2014, follows later in this article.

Key changes (applicable to international students not enrolled [attending classes] in an MHSAA member school during the 2013-14 school year) include:

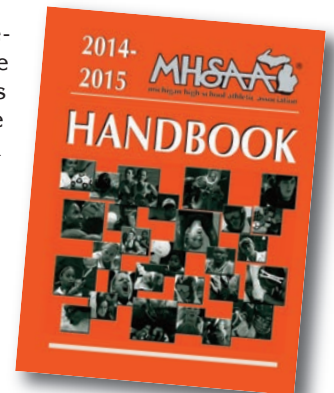
- The automatic exception which allows immediate eligibility for first-time-ever 9th-graders (Exception 10) does not apply to international students.
- Only those international students (J-1 or F-1) enrolled under Transfer Rule Exception 1, 2, 3, 5, 8, 12 or 13, or placed through an MHSAA "Approved International Student Program," can have varsity eligibility.
- Those international students who are placed through an MHSAA Approved International Student Program are immediately eligible for one academic year and then ineligible for one academic year ("Play One, Wait One").
- Other international students have no varsity eligibility. After the normal (approximately one semester) waiting period for transfer students, local schools may provide those students sub-

varsity eligibility, regardless of grade level and previous sports experience and without MHSAA Executive Committee approval.

Please refer to the actual *MHSAA Handbook* when the 2014-15 edition is distributed to schools in June. Any international student who is new to your school in 2014-15 is subject to these revised regulations and interpretations.

Additional Web Resources

For more information about studying in the United States, you may also visit the student visa web page and www.ice.gov/sevis.



MODIFIED INTERNATIONAL STUDENT RULES *Adopted March 21, 2014. Effective August 1, 2014*

(Changes do not apply to students who were enrolled in an MHSAA member school during the 2013-14 school year.)

Regulation I, Section 9(A) – Modify Exception 4 (which permits immediate eligibility under the Transfer Regulation for a limited time) to read: "An international student on either a J-1 or F-1 visa is placed in a residence in a public high school district or school service area by an MHSAA Approved International Student Program (see Interpretation 83). Compliance with Interpretations 83-88 is required."

Interpretations:

83. Approved International Student Programs are those which have been accepted for listing by the Council on Standards for International Educational Travel and the MHSAA for the current school year. Programs not listed by CSIET may be included after they have been reviewed and approved by the MHSAA (see MHSAA.com for criteria and forms).
84. To be immediately eligible for interscholastic athletics, an international student, including a 9th-grader enrolling for the first time, must ei-

The Only Official Interpretations are Those Received in Writing



ther (a) qualify under Exception 1, 2, 3, 5, 8, 12 or 13, or (b) have a current J-1 or F-1 visa and be enrolled through an MHSAA Approved International Student Program, and in both cases be eligible under all MHSAA Regulations.

- a. Eligibility for an international student under Exception 1, 2, 3, 5, 8, 12 or 13 is immediate and not time-limited under Interpretation 84 or level-limited under Interpretation 86. Interpretation 62 (residency) applies.
- b. Eligibility through an MHSAA Approved International Student Program is for a maximum of the first two consecutive semesters or three consecutive trimesters at any secondary school in the United States, after which the student is ineligible for interscholastic athletic competition at any MHSAA member school for the next academic year (next two consecutive semesters or next three consecutive trimesters). No exceptions to the Transfer Regulation apply during that academic year of ineligibility (Exception [4]).

Note: If, after or during the academic year of ineligibility, the student transfers to an MHSAA member school from another school, the Transfer Regulation applies. All other eligibility and contest regulations apply to these students.

85. International students who are not required by Federal law to have either a J-1 or F-1 visa are not subject to Interpretation 84 but are subject to all other aspects of the Transfer Regulation. Unless an exception and applicable interpretation are met, these students are not immediately eligible under Section 9. After

a period of ineligibility, these students are eligible as any other transfer student would become.

- 86. Except as indicated in Interpretation 85, an international student who is not enrolled through an MHSAA Approved International Student Program is not eligible for interscholastic athletics at the varsity level or in MHSAA tournaments for the duration of his or her enrollment in an MHSAA member school. After complying with the period of ineligibility of Section 9(D), a member school may determine that an international student may participate at the subvarsity level only without meeting the elements of subvarsity waivers (9th or 10th grade and no prior athletic participation). After the period of ineligibility, that international student would be eligible by rule at the subvarsity level only; no waiver is necessary.
- 87. International students who are enrolled in a school under an agreement between that school's governing body and an entity in another country are not exempt from Interpretation 84.
- 88. International students who are provided housing free of charge or at a cost by a school or school district are not exempt from Interpretation 83 nor can they become eligible under Exception 13 unless their school of enrollment qualifies as a boarding school under Exception 13 and Interpretation 94 and an Educational Transfer Form is completed.

Scan this code for the Approved International Student Program (AISP) Application Form or visit MHSAA.com



MHSAA Representative Council

Dave Derocher**

Athletic Director
Reese High School
Class C-D — Northern Lower Peninsula

James Derocher**, President

Superintendent
Negaunee Public Schools
Class C-D — Upper Peninsula

Scott Grimes**, Vice President

Assistant Superintendent of Human Services
Grand Haven Public Schools
Statewide At-Large

Kyle Guerrant (ex-officio)

Director , Coordinated School Health & Safety
Programs Unit, Michigan Dept. of Education, Lansing
Designee

Kris Isom*

Athletic Director
Adrian Madison High School
Class C-D — Southeastern Michigan

Carmen Kennedy**

Principal
St. Clair Shores South Lake High School
Appointee

Maureen Klocke*

Athletic Director
Yale Public Schools
Appointee

Karen Leinaar*

Athletic Director
Bear Lake High School
Statewide At-Large

Orlando Medina**

Athletic Director
L'Anse Creuse High School
Appointee

Cheri Meier*

Principal
Ionia Middle School
Appointee

Jason Mellema*

Superintendent
Pewamo-Westphalia Schools
Junior High/Middle Schools

Vic Michaels**, Secretary-Treasurer

Director of Physical Education & Athletics
Archdiocese of Detroit
Private and Parochial Schools

Chris Miller*

Athletic Director
Gobles High School
Class C-D — Southwestern Michigan

Steve Newkirk**

Principal
Clare Middle School
Junior High/Middle Schools

Peter C. Ryan**

Athletic Director
Saginaw Township Community Schools
Class A-B — Northern Lower Peninsula

Fred Smith**

Athletic Director
Buchanan High School
Class A-B — Southwestern Michigan

John Thompson**

Athletic Director
Brighton High School
Class A-B — Southeastern Michigan

Al Unger*

Athletic Director
Kingsford High School
Class A-B — Upper Peninsula

Alvin Ward*

Administrator of Athletics
Detroit Public Schools
City of Detroit

*Term Expires December 2015

**Term Expires December 2014

ANALYSIS OF MHSAA MEMBERSHIP

May 13, 2014

751 Total High Schools

Total Public Schools	642	85%
Charter (Public School Academies)	54	7%
Traditional Schools	588	78%
Total Non Public Schools	109	15%
Religious	99	13%
Secular Non-Public	10	1%

725 Total Junior High/Middle Schools

Total Public Schools	654	90%
Charter (Public School Academies)	29	4%
Traditional Schools	651	87%
Total Nonpublic Schools	71	10%
Religious	65	9%
Secular Non-Public	6	0.8%

Happy New Year! Prep for 2014-15 School Year

MHSAA.com School Year Start Up: Beginning in mid-July, all athletic directors must log into MHSAA.com and update school contact information for administrators and coaches and double-check the sports the MHSAA shows your school as sponsoring. Adding or dropping a sport must be done in writing on school letterhead. Accurate coach information allows for rules meeting completion. ADs are urged to submit their mobile phone numbers which are kept private and used for necessary contact by MHSAA staff.

New AD Orientation: MHSAA Regulation II, Section 15 (I) requires that as a condition of participation in MHSAA Tournaments, a school designates a high school athletic director. In addition, that person must attend an Athletic Director's Orientation Program prior to Dec 1 of that school year. Schools which fail to have their first-year Athletic Director attend shall be placed on probation and prohibited from hosting or receiving reimbursement for MHSAA tournaments.

While the requirement and penalty sound quite ominous, hundreds of administrators who have attended over the years will vouch for the meeting's value. These one-time, six hour sessions are held in the MHSAA Offices in East Lansing in August or September. Dozens of novice ADs come back for a voluntary Session Two held in November.

Athletic Directors hired this spring or summer or late this past school year (after Dec. 1, 2012) are to attend a 2014-15 AD Orientation Program on either Thursday, July 31, Tuesday, Aug. 12 or, for later hires, Tuesday, Sept. 16. All meetings are in the MHSAA Offices from 8:30 a.m.-2:30 p.m. A registration form may be downloaded from MHSAA.com. Direct questions to Tom Rashid (tomr@mhsaa.com) or Camala Kinder (camala@mhsaa.com).

AD In-service and Update Meetings: Athletic directors should plan now to attend an AD In-Service and Update Meeting in the fall. While attendance is strong, some ADs have not attended as their duties have increased. We suggest the opposite approach and urge those who have not attended recently to make it a point of emphasis. **Please see details on page 29 of this issue.**

The MHSAA Office **Summer Hours** are 7 a.m.-5 p.m. Monday-Thursday from June 23-July 24. Normal Monday-Friday hours resume July 29 (8 a.m.-4:30 p.m.; close Fridays at 4 p.m.).

Spring Sport Officials Ratings Due June 1

Spring is notoriously the season during which MHSAA schools lapse in their duty to rate contest officials.

We understand the number of contests taking place, the chaotic nature of scheduling due to weather, and the anticipation of summer vacation, but ratings must be submitted for officials at all levels, and on time: June 1. Not only do ratings supply feedback for officials and tournament assignments – they are a requirement your school and coaches are to follow. Please accomplish this detail in baseball, softball, soccer and lacrosse.



Schedule Membership Resolution for Board of Education Meetings

When the Representative Council meets each May, the rules are finalized for the coming school year, and meeting minutes are mailed to each member school. Every member school Board of Education or governing body of a nonpublic school wishing to join the MHSAA for the coming school year must vote to do so and adopt the rules as its own.

The MHSAA Membership Resolution must be signed by the Board of Education and returned to the MHSAA. Please complete both sides of the form: on the reverse side, list schools in your district that will be MHSAA members and include the current enrollment number for 7th and 8th grades. When membership lapses, insurance coverage, among other matters, is jeopardized.

Administrators: Please be sure to schedule the MHSAA Membership Resolution for your upcoming Board of Education Meeting – Membership Resolution Forms are mailed to superintendents and athletic directors each May and are due back to the MHSAA by July 31.

Candidates Set for September 2014 Election

BALLOTS TO BE MAILED TO SCHOOLS IN AUGUST 2014

Ballots for Representative Council elections will be mailed to principals of member schools from the MHSAA office Aug. 29, 2014. The ballots will be due back in the MHSAA office Sept. 19, 2014.

Eight positions for membership on the Representative Council will be up for election this fall. Vacancies for two-year terms beginning December 2014 will occur as follows: Class A-B Northern Section L.P., Southwestern Section L.P. and Southeastern Section L.P.; Class C-D Upper Peninsula and Northern Section L.P.; Statewide At-Large; Junior High/Middle School; and Private and Parochial High Schools elected on a statewide basis.

In addition to the above named Representative Council positions, there are two Upper Peninsula Athletic Committee positions to be voted on in September. A representative of Class D schools and an Athletic Coach will be elected by Upper Peninsula schools.

Look for the ballots and return them in time to be counted by the Board of Canvassers. Be sure you mark your ballot correctly and that signatures are affixed in the proper places. Ballots must have two (2) signatures to be considered valid.

Details of the Representative Council composition may be found near the beginning of the MHSAA Handbook.

Following the due date of Sept. 19, 2014, the Board of Canvassers as provided in Article IV of the Constitution of the Michigan High School Athletic Association, will meet and declare the winners for the various vacancies.

In accordance with the approved nomination and election procedures, listed candidates have submitted their desire to run for a position by March 15, 2014. They have included an approval to serve from their respective Superintendent or Principal and have certified their qualifications to run for the office which they seek. No write-ins will be possible because each candidate must be approved by March 15 in order to run for a position on the Representative Council.

Following are the declared candidates and the vacancies which will occur in December 2014:

REPRESENTATIVE COUNCIL CANDIDATES FOR SEPTEMBER 2014 ELECTION

Northern Section, Lower Peninsula - Class A and B Schools

- Peter Ryan, CMAA, Athletic Director, Saginaw Township Community Schools

Southwestern Section, Lower Peninsula - Class A and B Schools

- Tony Petkus, Athletic Director, Comstock Park Public Schools
- Fredrick J. Smith, CMAA, Athletic Director, Buchanan Community Schools

Southeastern Section, Lower Peninsula - Class A and B Schools

- John Thompson, CMAA, Athletic Director, Brighton Area Schools
- Sean Zaborowski, CMAA, Director of Athletics & Operations, St. Clair Shores-Lakeview Public Schools

Upper Peninsula - Class C and D Schools

- Don Gustafson, Superintendent, St. Ignace Area Schools
- Chris Hartman, Athletic Director, Iron Mountain Public Schools
- Sean Jacques, Athletic Director, Calumet High School
- Dee Jay Paquette, Elementary Principal/Athletic Director, Munising Public Schools
- Robert Ryan, Athletic Director/Dean of Students, Manistique Area Schools

Northern Section, Lower Peninsula - Class C and D Schools

- Dave Derocher, CMAA, Athletic Director, Reese Public Schools
- Mark Mattson, CAA, Assistant Principal/Athletic Director, Maple City-Glen Lake Community Schools

Statewide At-Large

- Scott C. Grimes, Assistant Superintendent, Grand Haven Area Public Schools
- Andrew Laboe, Athletic Director, Kalamazoo-Loy Norrix High School

Junior High/Middle Schools

- Steve Newkirk, Principal, Clare Middle School

Private and Parochial High Schools

- Vic Michaels, Director of Physical Education & Athletics, Archdiocese of Detroit

UPPER PENINSULA ATHLETIC COMMITTEE

Athletic Coach

- Mike Berutti, Principal/Athletic Director/Football Coach, Iron River-West Iron County High School

Class D Schools

- Jeff Markham, Athletic Director, Baraga Area Schools

Leading the Underdog Over the Hump

We use the term “underdog” quite frequently in sports, and Malcolm Gladwell’s latest bestseller *David and Goliath: Underdogs, Misfits, and the Art of Battling Giants* (Little, Brown – 2013) might be at its best when analyzing what it is that helps the underdog succeed.

In fact, if you have a section in your personal library for books about coaching, this book belongs there. Its early pages will be worth re-reading as you prepare your team to take on an opponent against which the odds-makers offer you little hope. And if your world is not sports but rather small business or politics or nonprofit associations, the lessons are of at least equal application and value.

Gladwell exposes different forms and hidden sources of power that can give advantages to those who appear at disadvantage. He even posits that it is the absence of some perceived advantages that gives the so-called underdog its strength.

This quick, uncomplicated book is about the limits of power and the potential of strengths hidden in weakness. Its theme is validated almost every night on

evening network news, which is itself a Goliath now challenged as our essential news source by dozens of Davids which deliver our news more quickly, globally, locally and customized than ever before.

Behavior Patterns

After a disappointing loss, it is not unusual for athletes, coaches, fans and media to say, “We got outplayed” or “They outplayed us.” The sports world grasps that performance counts and how the game is played matters.

In *How: Why How We Do Anything Means Everything* (Wiley – 2011), author Dov Seidman

coins a new but related term and applies it to achieving success in all walks of life. He says that the key to success is to “out-behave” our competition. Not “outperform, outfox, out-smart, outmaneuver, out-produce” or outwork or out-network others; but outbehave them.

He argues that this is true in all fields of endeavor and has little to do with the size or scope of the operations. Seidman writes: “What makes an institution sus-

tainable is not the scale and size it reaches . . . Rather, it’s how it does its business – how it relates to its employees, shareholders, customers, suppliers, the environment, society, and future generations.”

What has created this new operating system is the Internet age which has made everything public. Transparency isn’t a choice,

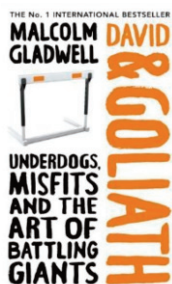


it’s a mandate. Immediacy isn’t an option, it’s a fact of life.

Since there is no such thing as a private act anymore and any action can go worldwide in an instant, behavior matters more than at any time in history. Nothing can be hidden. We must expect everything to be public.

Therefore, how we behave – in public and in “private” – matters. It can make or break our personal reputations and those of the institutions we lead and love.

Read any good books lately? News articles? We’d love to know. Submit recommendations to benchmarks@mhsaa.com.



Basketball Experience Aims to Reach Higher in 2014

Now in its fourth year, BCAM and the MHSAA have united to bring the perfect venue for underclass basketball players to “showcase” their talents and maybe reach a higher level after high school.

The Reaching Higher Experience is the “Advanced Placement Course” in high school basketball. This **NCAA-approved** event will provide each student-athlete an understanding of what it takes to succeed academically, athletically and socially at the college level.

Player invitations for the 2014 events have now been sent to schools.

The Boys event is slated for July 16, 2014, and the Girls event takes place July 23, both at Highland-Milford High School.

Visit MHSAA.com and BCAM.org for updated information.



Tasks Before Us

The following is MHSAA Executive Director Jack Roberts' "From the Director" blog of May 20, 2014, discussing the mission and purpose of task forces to be convened in the coming school year.

A year ago the MHSAA convened the first of several task forces that are tackling the kind of complicated topics on which our annual committee meeting process seemed incapable of making sufficient progress.

We assembled a 16-member task force that met four times over six months during 2013 to develop policy proposals to enhance acclimatization and reduce head-to-head contact in football practices. Meeting multiple times, the group could delve more deeply into data and explore emerging trends in both school-based and non-school football. The task force would develop ideas at one meeting, test them with constituents for a few weeks and then tweak the ideas at the next meetings. Task force members had the time to be both philosophical and practical, to think about what would be ideal and then trim that idea to be workable in all sorts and sizes of schools across Michigan.

As a result of this focused, multi-session approach, the Football Practice Proposals sailed smoothly through a vetting process during the winter months, earned the MHSAA Representative Council's approval in March and will be controlling MHSAA member school football practices this fall.

Meanwhile, we began 2014 with the appointment of another task force to tackle many thorny issues related to junior high/middle schools. Some of the issues are so fundamental that changes in the MHSAA Constitution could be required to change what the MHSAA should be doing with respect to school sports prior to the 9th grade. There is equal chance that the task force could propose some very large changes, or very little change. We don't prescribe the result, we just provide the forum and facilitation – create focus that has been lacking for too long.

Later this year and during 2015 we see the likelihood that additional task forces will address other tough topics, like out-of-season coaching, redefining what subvarsity means, and possibly address more risk management issues, perhaps in ice hockey and soccer first and then other sports where health and safety questions are raised.



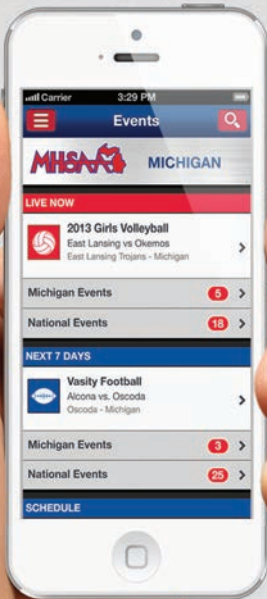
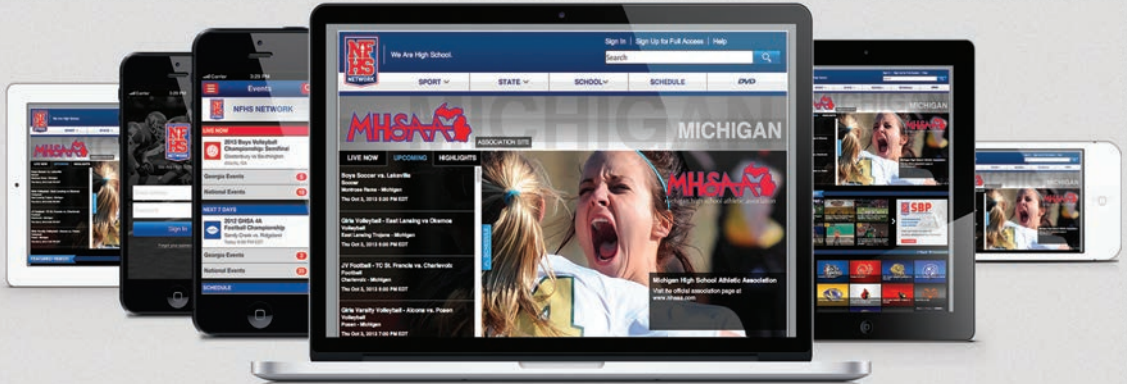
The football task force which gathered throughout the fall of 2013, was the first of several which will be assembled to address pertinent issues which lie ahead for member schools.

Important Fall 2014 Administrative Dates

June 2	Three/Four Player Rules ends; Summer Rules begin
June 2-Aug 1	Summer competition except during dead week (set by each school)
Aug 1 to Start of Fall Sports	Pre Season Down Time
Aug 11	Three/Four Player Rule resumes
June 30-July 3	MHSAA Office Closed
July 10	School Year Start-Up on MHSAA.com
July 31/Aug 12	New AD Orientation at MHSAA
July 28/Aug 11	Fall Online Rules Meetings Begin
Aug. 1	MHSAA Membership Resolution due
Sept. 16	New AD Orientation at MHSAA (later hires)
Sept. 17	Administrative Assistant In-Service MHSAA
Sept. 18	ADs must attest subvarsity & assistant coach completion of fall rules meetings or approved online course
Sept. 24	Kalamazoo Update & AD In-Service
Sept. 29	Warren Update & Detroit Public Charter School AD In-Service
Oct. 2	Lansing Update & AD In-Service
Oct. 6	Comstock Park Update & In-Service
Oct. 8	Frankenmuth Update & In-Service
Oct. 13	Gaylord Update & AD In-Service
Oct. 24	Marquette Update Meeting



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