

NC Coach

Volume 29 Issue 1

Spring 2024

The official newsletter of the North Carolina Coaches Association
News & information for North Carolina high school & middle school coaches.

Welcome to the digital
NC Coach newsletter!

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Coach, please go to the NCCA website:



nccoach.org



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NC COACH

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North Carolina Coaches Association

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See you in Greensboro!

East-West All-Star
Games &
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JULY 15-17, 2024



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From the GAMES Desk...



pweaver@nccoach.org

Phil Weaver Executive Director, All-Star Games

My son is a professor of statistics in the Business School at the University of Alabama and he has been telling my wife and me about how he uses AI and encourages his students to use it also. As you'll see in what follows, I asked ChatGPT, a free AI source, to write my column this issue. I wanted to see how easy it was, whether it was useful, and to encourage you to experiment with it since your students certainly will if they aren't doing so already. Needless to say, the product created in seconds by AI, doesn't sound like something I would write. Heather Hirschman, our Newsletter Editor, suggested I correct the AI version so I, and you, would see how I would write the same column. To the right is the AI column with my changes made in red. If you read their version, it is pompous sounding and, well, far too formal. Reading it again as corrected is much better, but probably doesn't sound like me. I think it's less stiffly written but still not easy to read. I think I could use AI to get ideas for a composition, but I don't see any chance I'd let it write for me again.

EDITOR'S NOTE: Showing the original version with the edits (above right) is a little messy to say the least, but it gives you the picture we were trying to illustrate. Of course, this was ChatGPT's first time writing for Phil...It has not yet learned to think like him. Give it time!

PH

You

write a column supporting the values in joining your high school coaches association

ChatGPT

ChatGPT

Title: [The Transformative Power of Joining the High School Why Coaches Should Join The NCCA Coaches Association](#)

In ~~the intricate tapestry of~~ high school athletics, coaches play a pivotal role in shaping ~~not just~~ the physical ~~proven abilities~~ of their athletes, but also their character, discipline, and ~~resilience~~ ~~toughness~~. One valuable resource that often goes underappreciated is the High School Coaches Association, a community that champions the values crucial for the ~~holistic~~ development of both coaches and student-athletes.

At the heart of this association lies a commitment to fostering excellence, sportsmanship, and mentorship. Joining the High School Coaches Association is not just about being part of a professional network; it's about embracing a set of values that can ~~profoundly significantly~~ impact ~~the trajectory of a coach's career~~ ~~coaches' careers~~ and the lives of the young individuals they guide.

One of the core values upheld by the association is the pursuit of excellence. Coaches are entrusted with the responsibility of not only ~~honing~~ ~~developing~~ the athletic abilities of their players but instilling in them a sense of dedication and the drive to reach their full potential. The association provides a platform for coaches to share insights, strategies, and best practices, creating an environment where excellence becomes a ~~collective~~ ~~common~~ goal.

Sportsmanship, another cornerstone of the association, is more than just fair play on the field. It extends to cultivating a culture of respect, integrity, and camaraderie. Coaches, through their involvement in the association, have the opportunity to collaborate with peers who share a commitment to instilling these values in their athletes. This shared commitment ~~transcends~~ ~~goes~~ ~~beyond~~ individual victories and defeats, ~~fostering a community where the true essence of sportsmanship is celebrated~~.

Mentorship is a ~~value that forms~~ ~~valuable part of the~~ the backbone of the ~~NCCA~~ ~~High School Coaches Association~~. The journey of a coach is a continuous learning experience, and the association serves as a platform for mentorship and guidance. Experienced coaches mentor those who are new to the profession, sharing valuable insights and lessons learned over the years. This mentorship not only helps coaches navigate the challenges of their roles but also contributes to the growth and sustainability of high school athletics as a whole. ~~Mentorship doesn't have to be a~~ ~~formal arrangement but naturally happens when one is around thousands of other coaches~~.

Furthermore, the association provides a unified voice for coaches, advocating for their interests and addressing common challenges. In a landscape that is constantly evolving, having ~~one~~ ~~a~~ ~~collective~~ voice ensures that the concerns and aspirations of high school coaches are acknowledged and addressed. ~~Our presence on the NCHSAA Board of Directors is a vital tool for getting your opinions to those who make many of the decisions which effect you~~.

Joining the ~~NCCA High School Coaches Association~~ is not merely an affiliation; it's an investment in the values that define outstanding coaching, ~~and impactful mentorship~~. It's a commitment to excellence, sportsmanship, and the ~~continuing enduring~~ pursuit of personal and professional growth. As coaches, and as a community, let us ~~hold close embrace~~ the values upheld by the association, recognizing the profound impact they can have on the lives of our athletes and the legacy we leave behind. ~~in the realm of high school athletics~~.

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For coaches, by coaches

I've spent my career as a coach and as a coach association director. I started this company to continue my commitment to the coaching profession by helping you with your career as a coach. Better coaches make us stronger and more effective in teaching athletes. I want to help you be a better coach. There is a lot of energy and effort that's been put into this company for your benefit. From your coach association to our dedicated staff to a host of other people that are invested in your success and the success of the coaching profession. Join one of our partner coach associations and register with MyCoachingTree as soon as you can. Do it for our profession. Do it for the association. And most importantly, do it for yourself.

D.W. Rutledge
President and Founder

- Years as a college and high school coach: 27
- Head coaching record over 17 seasons: 190-31-5 with 4 Texas 6A Championships
- Years as Executive Director with Texas High School Coaches Association: 20
- Author of Coaching to Change Lives

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Games Desk

continued from page X

Here is the final version of the AI-generated article, with edits:

Why Coaches Should Join The NCCA

In high school athletics, coaches play a pivotal role in shaping not just the physical abilities of their athletes, but also their character, discipline, and toughness. One valuable resource that often goes underappreciated is the High School Coaches Association, a community that champions the values crucial for the development of both coaches and student-athletes.

At the heart of this association lies a commitment to fostering excellence, sportsmanship, and mentorship. Joining the High School Coaches Association is not just about being part of a professional network; it's about embracing a set of values that can significantly impact coaches' careers and the lives of the young individuals they guide.

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Sportsmanship, another cornerstone of the association, is more than just fair play on the field. It extends to cultivating a culture of respect, integrity, and camaraderie. Coaches, through their involvement in the association, have the opportunity to collaborate with peers who share a commitment to instilling these values in their athletes. This shared commitment goes beyond individual victories and defeats.

Mentorship is a valuable part of the backbone of the NCCA. The journey of a coach is a continuous learning experience, and the association serves as a platform for mentorship and guidance. Experienced coaches mentor those who are new to the profession, sharing valuable insights and lessons learned over the years.

This mentorship not only helps coaches navigate the challenges of their roles but also contributes to the growth and sustainability of high school athletics as a whole. Mentorship doesn't have to be a formal arrangement but naturally happens when one is around thousands of other coaches.

Furthermore, the association provides a unified voice for coaches, advocating for their interests and addressing common challenges. In a landscape that is constantly evolving, having one voice ensures that the concerns and aspirations of high school coaches are acknowledged and addressed. Our presence on the NCHSAA Board of Directors is a vital tool for getting your opinions to those who make many of the decisions which affect you.

Joining the NCCA is not merely an affiliation; it's an investment in the values that define outstanding coaching. It's a commitment to excellence, sportsmanship, and the continuing pursuit of personal and professional growth. As coaches, and as a community, let us hold close the values upheld by the association, recognizing the profound impact they can have on the lives of our athletes and the legacy we leave behind.

Sport-Specific Organizations

We've long had a policy of allowing North Carolina sport-specific organizations to put articles in our newsletters. You'll see one from the NCBCA in this issue. If you lead such an organization, openly support the NCCA, and want to have something inserted in future issue(s) please contact us at: pweaver@nccoach.org.



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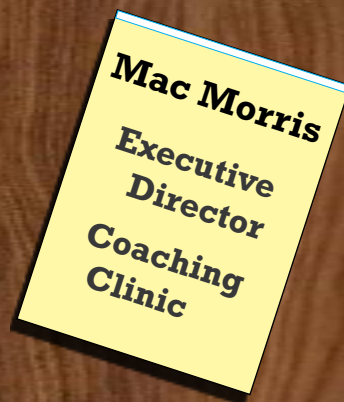


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From the CLINIC Desk...



mmorris@nccoach.org

Mac Morris Executive Director, Coaching Clinic

I have been doing this for a long time and have seen many, many changes in the ways that the games are played. Getting clinicians used to be fun and through the years we have had contacts with many great individuals. We have dealt with Bob Knight, Lou Holtz, Mark Richt, Urban Meyer, Nolan Richardson, Roy Williams, Gary Williams, Steve Spurrier and Geno Auriemma. We have found these folks to be very cooperative and quick to respond to our requests. In 2024, things have changed dramatically and not for the better.

We have found that the coaches we are inviting to speak don't read and respond to e-mails even though they show up on their phones most of the time. They don't respond to phone messages. They usually leave you hanging for a couple of weeks and when we reply that we are moving on; act as if they will think about it. How do you run a business where you don't respond to messages. I hope our coaches would never do that.

To make matters worse the NCAA passed a regulation in 2014 saying that college coaches couldn't attend clinics which were connected to All-Star Football Games. We have made do with retired college coaches and high school coaches during the ensuing

See "**Clinic Desk**" on page 9





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Clinic Desk

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years but thought that moving our football game to December would free us up to bring in a college staff for our football coaches in 2024. What better opportunity for college recruiters than being able to see 300 high school coaches in one day during a clinic. What we have found out that during that period of time, the colleges have forgotten about our clinic. We contacted football staffs to try to get speakers for the clinic and found out that every one of them said that their coaches go on vacation in July. It was no longer important for them to get to meet with coaches for recruiting contacts even to come to a one day clinic. I know that recruiting has changed but they could see more coaches in one day than in three weeks of traveling to the individual schools. We are going to try to contact these programs and remind them of the opportunities that we offer in hopes that they will change their minds about future clinics.

Then we tried to contact Division I women's coaches to speak this summer. If they replied and some of the big ones didn't respond, their pat answer was that this date was during an evaluation period so they were not interested in speaking. Again missing the contacts they could have made with our coaches.

I don't know what the answer is but we are working to change things for the future. Joe has managed to bring in a good staff for 2024 but he has had to work extra hard to get it.

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IN MEMORIAM

Boyce Dietz
Swain County

Richard Kemp
Southwest Guilford

Ron Turner
Wilkes Central



Joe Franks
Executive Secretary
jfranks@nccoach.org

WOW – Clinic time is nearly upon us! JULY 15-17 will be here before we know it.

The BIG CHANGE for 2024 is that preregistration has moved to \$70.00 per coach. Registrations postmarked AFTER July 1 and all on-site registrations will be \$95.00. The NCCA Board voted on this last summer. This is the first increase of clinic fees since 2017.

We have worked hard to get a great lineup of clinicians and I hope you will be pleased. I was able to speak at the NCADA sessions in March and I informed the group about registration and clinic issues in general. We had hoped that moving the All-Star Football game to December would free up the Division I staffs to once again come and present, since NCAA rules prohibited them from coming to a clinic that had an associated high school all-star game – even if the students had graduated. The last active D I coaches to come and present were in 2014. Everyone we reached out to – and we started last fall – said that they could not make it because their staff vacation times were in July, or they already had team activities scheduled. The bottom line is that over the past 10 years, they have lost touch coming to the clinic and we all know that recruiting has changed drastically over the past 10 years as well. We are sending a letter to each D I program with clinic dates for 2025 and our desire to have them back in Greensboro with us again.

Once again, we will have CPR offered Sunday through Wednesday. That has been popular among our members and associates. Athletic Injury Management returns on Monday and Tuesday as well. There are information sheets that will be sent out with registration materials on both. In addition, we will continue classes for athletic directors on Monday and Tuesday. The popular “Middle School Monday” has a full slate of topics and has grown over the past few years as well. We hope that you will encourage your middle school feeder coaches to attend the clinic.

The NCHSAA general rules sessions were well received last year – and the attendance was super. I think the flexibility of being able to attend any day to get the requirements fulfilled was popular. The NCHSAA will do them again for coaches each day of the clinic (M, T, W) at 4pm in the WEST HALL (where the AD Breakfast is held on Tuesday). The sessions are not specific to an individual sport and head coaches can attend any of the three sessions to meet their obligations for attending the required rules session. These sessions will go over NCHSAA rules and information will be provided on rules updates and changes for all sports. The registration mailing will go out in early May and you will get an email to remind you to be on the lookout. If you are normally registered by your school, when you get your registration packet, fill out your card and get it to your athletic director ASAP. This gives the school ample time to get the registrations processed and to us before the end of the school year.

See “Corner” on page 11

"Corner"

continued from page 10

The 2024 clinic schedule times will be basically the same as in 2023. The primary change is that men's basketball sessions on Monday and baseball sessions on Tuesday will be held in the Plaza – the top of the ramp where you go into the Coliseum. This change was necessitated by the East-West All-Star Basketball games being moved to the Fieldhouse on Monday evening. Here are some specifics:

- Some sport coaches meetings will be held AFTER the NCHSAA rules sessions. These times and schedules will be on the website and on social media.
- Sports that usually have only four sessions (soccer, swimming, cross country, golf) on a day will begin at 8:55 and have the coaches meeting before lunch.
- Sports that have five sessions (basketball, wrestling, track, volleyball, baseball, softball) will begin at 9:50 which will mean 3 sessions in the morning, two after lunch and a coaches meeting after the NCHSAA rules session to end the day.
- Since football has six sessions, it will begin at 8:55 on Wednesday with four in the morning, two after lunch and the coaches meeting after the NCHSAA rules session to end the day.

As we saw last year, this schedule allows greater flexibility for you to get to the coliseum, register, hit the trade show area and get your picture made with more time before your first session.

Tuesday we will once again have two sessions beginning at 2pm for both strength and conditioning and the mental side of coaching your athletes. These have been well attended and I've gotten good feedback, so that's why we are continuing with them. As I always say, don't ever underestimate what a profound effect you have on the young people for whom you mentor, support, challenge and inspire. Thanks for being a coach! Together, we are keeping the title "Coach" one that is respected and admired – and that can last a lifetime. Have a winning day.

Have a winning day.



Press Box Perspective

Earl Vaughan Jr.
Social Media Coordinator
on X: @EarlVaughanJr

So what is a guy who's been in the newspaper business for more than 50 years doing penning a column in the N.C. Coaches Association newsletter?

I wondered the same thing when Phil Weaver first asked me to start contributing.

It caused me to think back to my long association with the NCCA and the East-West All-Star games.

It began in the summer of 1973, when I was barely out of high school and just learning the newspaper business. I made my first trip to the East-West All-Star basketball game in Greensboro and saw guys like Cedric "Cornbread" Maxwell of Kinston, who later helped the Boston Celtics win two NBA titles. At the East-West football game that year I met future Southern Cal All-American and New York Jets all-pro Marvin Powell of Seventy-First.

I was hooked.

From that day forward, I would make the annual July drive from Fayetteville to Greensboro for East-West week. To me it became not just a job but a celebration of my love for high school sports.

I remember many a late night over steak and eggs at Greensboro restaurants talking with other young prep writers about what we were doing and why.

But it wasn't just other journalists. It was coaches. I spent hours sitting in clinic sessions and Greensboro motel rooms chatting informally with East-West All-Star coaches from across the state, learning about what they do and why.

I remember one night after the all-star football game when I needed to drive back to Fayetteville. I sat in the coaches association office adjacent to the Grimsley Football Stadium and spent hours in a bull session with the clinic staff. I was ridiculously late getting home, but I loved every minute of it.

All of those experiences led me to deeply respect the work of coaches, their commitment to young people, the challenges they face with limited resources and paychecks way below what they truly deserve.

Now that I've been given a voice within the community, I want to share some thoughts about the relationship between coaches and the media.

Don't cringe and stop reading please. The media isn't the enemy. My no. 1 charge in dealing with anyone I cover is to be fair and accurate.

That's all the media asks of you in return.

But it has to be earned on both sides. If I goof up or disrespect you and your athletes, then it's on me to apologize and fix it. I'd only ask the same on your end.

I've dealt with countless coaches over the years. Some I've had excellent relationships with. Others, not so much.

The ones where things were rocky usually had an issue with media in general for reasons known only to them.

See "Press Box Perspective" on page 13

“Press Box Perspective”

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I try to report positive news as often as possible. But there are times when the news is bad, and it has to be written about.

When it does happen the best thing to do is be direct, don't try to cloud the issue, and move on from it as quickly as possible.

The most important thing you can do to keep your relationship with the media strong is communicate. Don't assume we have a crystal ball and know things without being told.

Call us up. Email us. Text us. Let us know what's happening. We'll have a better understanding of you, your program and what's going on.

One last thing. There are three incredibly tricky words in this business, words that can trip both coaches and media up if they are not heeded. They are “off the record”.

Some in my business will tell you those words don't exist. They feel if you're talking to a reporter, and you share information, it's on the record, whether the reporter is taking notes or just has a good memory.

One interview subject I had just met was so hyper cautious he asked me to put down any writing materials and to turn out my pockets to prove I had no recording device.

I'm not going to debate who's right or wrong, but it's best to have a concrete understanding with any reporter when you're talking, casually or otherwise.

One thing that should be true whatever the reporter's on and off the record stand is. It must be applied consistently in all potential interview situations so everyone understands the rules.

My best relationships by far are with coaches I can develop a rapport with, who respect the challenges of my job while I in turn learn to respect what they are dealing with. Mutual respect is what it's all about. Together, we can all do the best job possible of telling the wonderful stories of high school sports in North Carolina.

2024 East-West All-Star Games Coaching Roster

MEN'S BASKETBALL

Henry Drake (Head Coach).....N Nash

Thurman Jordan Jr.Rolesville

Darren Corbett (Head Coach) Grimsley

Billy Phillips..... TC Roberson

WOMEN'S BASKETBALL

April Rose (Head Coach)Pamlico Co

Robert Duck IIS Central

Angela Mayfield (Head Coach)... Mt. Airy

Scott Hartbarger..... Franklin

MEN'S SOCCER

Jason CurtisChapel Hill

Brian Brewer..... West Henderson

WOMEN'S SOCCER

Nick Acosta.....Fuquay Varina

Stan Elliott..... Fred T Foard

FOOTBALL (Dec 2024)

Beau Williams (Head Coach).....Jacksonville

Keith Boyd.....Northside-Pinetown

BJ Frazier.....East Carteret

Juan JacksonHunt

James JohnsonPinecrest

JP PriceWhiteville

Steve Davis (Head Coach)..... Dudley

Brian Andrews South Point

Earl Bates..... SE Guilford

Andy Capone..... Weddington

Travise Pitman Mitchell

Monty Southern Surry Central

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Athletes and Mental Health Coaches have a lasting impact on the lives of young athletes. Not only do they guide their physical development, but coaches must also serve an athlete's mental health needs. Below is a link to an article sharing the impact of mental health on the lives and performance of athletes. Making the mental health of athletes important is the new norm and coaches must continue making the mental health of athletes a priority. <https://health.clevelandclinic.org/mental-health-in-athletes/able>.

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The North Carolina Basketball Coaches Association this year celebrates our 25th anniversary as an association that specifically promotes, advocates for, and honors the game of basketball in our state. Last year we saw a record number of members join the NCBCA (1186). This past summer we also ran 3 different NCAA-sanctioned June Live Period events (1 for Girls teams, 2 for Boys teams) where college coaches could evaluate players while they competed on their high school teams. At the Girls event, 61 college coaches attended from 41 different schools (20 of those D1 & 4 from the ACC) to see the 83 different high school Girls teams compete. Over 280 college coaches attended the 2 combined Boys events, which had over 170 Boys high school teams participate over both weekends. Those college coaches came from virtually every college in NC, along with 71 institutions from out of state, representing schools from 25 other states across the country.

The NC Basketball Coaches Association has joined with most of the other sports coaches associations, along with the NCCA, in sharing our alarm and concern over the legislative assaults that have been waged against the NCHSAA. We find it extremely disheartening that the governance of high school athletics in our state will, after over 110 years of being ran by the member schools themselves, soon transition to a governance structure where one elected politician will have the final say in issues related to high school athletics. We encourage any coach that has not read Senate Bill 452, now Session Law 2023-133, in its entirety to take a few minutes and read this new law ([LINK to the law](#)). Understand that you will have to scroll through the first 26 pages of it that deals with Insurance laws before you get to the section that completely overhauls the governance of high school athletics. **WE STAND WITH THE NCHSAA.**

We wish all basketball coaches the very best of luck during the 2023-24 campaign and we look forward to seeing what the new Final Four format of the state Basketball Semis and Finals will look like at Lawrence Joel Coliseum in March 2024.

For more information about the NC Basketball Coaches Association, including becoming a current member, visit our website at www.NCBCA.com

Greg Grantham



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They Still Call Me “Coach”

Tom Merritt



NCC: WHAT SPORTS DID YOU COACH?

“ I was a head football coach for 26 years. I also was a head coach for baseball, wrestling and tennis and an assistant for basketball and track. ”

NCC: WHERE DID YOU COACH?

“ The North Carolina high schools I coached at were South Granville, Vance County, Sanford Central, Monroe, Hunter-Huss, Northeastern, Pinecrest, South Stokes, Chapel Hill, Westover, Mitchell, Washington, and R.J. Reynolds. ”

NCC: HOW MANY YEARS DID YOU COACH?

“ 30+ years. ”

NCC: ARE YOU STILL INVOLVED IN COACHING AND/OR ATHLETICS?

“ I am a volunteer strength and football strength coach at R.J. Reynolds High School. ”

NCC: WHAT WAS YOUR MOST

MEMORABLE COACHING EXPERIENCE?

“ Back-to-back Western AAAA Conference Championships at Hunter-Huss High – Great athletes and teammates, and great coaches/men who cared about their players...and getting to coach at A.L. Brown in Kannapolis with my son, Barry Merritt. ”

NCC: WHAT PART OF COACHING WAS THE MOST REWARDING FOR YOU?

“ The most rewarding part of coaching has been the relationship with the players and my fellow coaches. God blessed me with the opportunity to coach and to coach with my son. But the thing I am most proud of is (my former) players who are now great coaches, athletic directors...much better leaders in the sports leadership in North Carolina than I could ever imagine. ”

NCC: WHY DID YOU GO INTO COACHING?

“ I became a coach because of the lessons and life qualities my coaches taught me – discipline, self-discipline, being part of a team, and to be the best person I could be. ”

NCC: WHAT IS YOUR FUNNIEST COACHING MEMORY?

“ There have been thousands of fun times but the biggest shock that brought me to my knees – the Huss vs Ashbrook game was huge in my day. It was our home game, and getting ready to stripe the field (We had a Bermuda field and the grass was light brown by then.) I almost fainted. Some really smart and diligent Ashbrook kids had over-seeded our field with bright green winter rye grass spelling out a

See “**Merritt**” on page 19

“Merritt”

continued from page 18



huge “A” in the middle of the field. There are a bunch of stupid and dangerous pranks, but for hard work and spy craft, this takes the cake! ”

NCC: WHAT WAS YOUR MOST EMBARRASSING COACHING MOMENT?

“ Just a couple of years ago I was assisting at a I brown in Kannapolis, not paying attention and managed to get run over in practice. Knocked out with a compound fracture of my left thumb, I should know to pay attention on a football field. ”

NCC: WHAT WAS YOUR FAVORITE PLAY OR STRATEGY?

“ I loved the 5-2 Angle defense, Bo’s Michigan 50. I also loved the triple option out of the I or bone. In my later years, I really liked the I combined with the Pro passing package. ”

NCC: WHO HAD THE TOUGHEST TEAMS YOU COACHED AGAINST?

“ Coach Oddo at Charlotte Catholic, Coach Herb Goins at Northern Durham, Coach Kinlaw at Ashbrook, and Coach Bob Paroli at Douglas Byrd. ”

NCC: WHAT CHANGES WOULD YOU MAKE TO THE CURRENT RULES IN YOUR SPORT?

“ I am very much in favor of getting head contact out of football. The change I would like to see would be a first spearing call on the individual player would result in a personal foul 15 yard penalty, not ejection. Then on the second offense ejection would be assessed.

One other suggestion would allow tackling in spring practice after 5 acclimation days. Form tackling taught with controlled body to body. We need to get better and safer. Also, allow a controlled practice scrimmage against another school at the end of spring practice. ”

NCC: WHAT ONE PIECE OF ADVICE WOULD YOU GIVE A BEGINNING COACH?

“ Learn as much as you possibly can. Learn about other sports and volunteer to assist in other sports. And most importantly in high school support your faculty members and take pride in your school. I would encourage all coaches to become a member of the Fellowship of Christian Athletes (FCA). It is a wonderful organization reaching and including all athletes and non-athletes at your school. ”

See “Merritt” on page 20

“Merritt”

continued from page 19

NCC: WHAT ARE THE MOST IMPORTANT THINGS FOR YOUNG COACHES TO DO IN DEALING WITH:

“ ATHLETES: *Treat every athlete as your little brother or your son. Remember the 24-hour rule – you can’t quit for 24 hours and I can’t fire you for 24 hours (Jerry McGee). ”*

“ PARENTS: *Patience and self-control – when in doubt have an administrator present. ”*

“ ADMINISTRATORS: *Know what is expected of you and be a professional. ”*

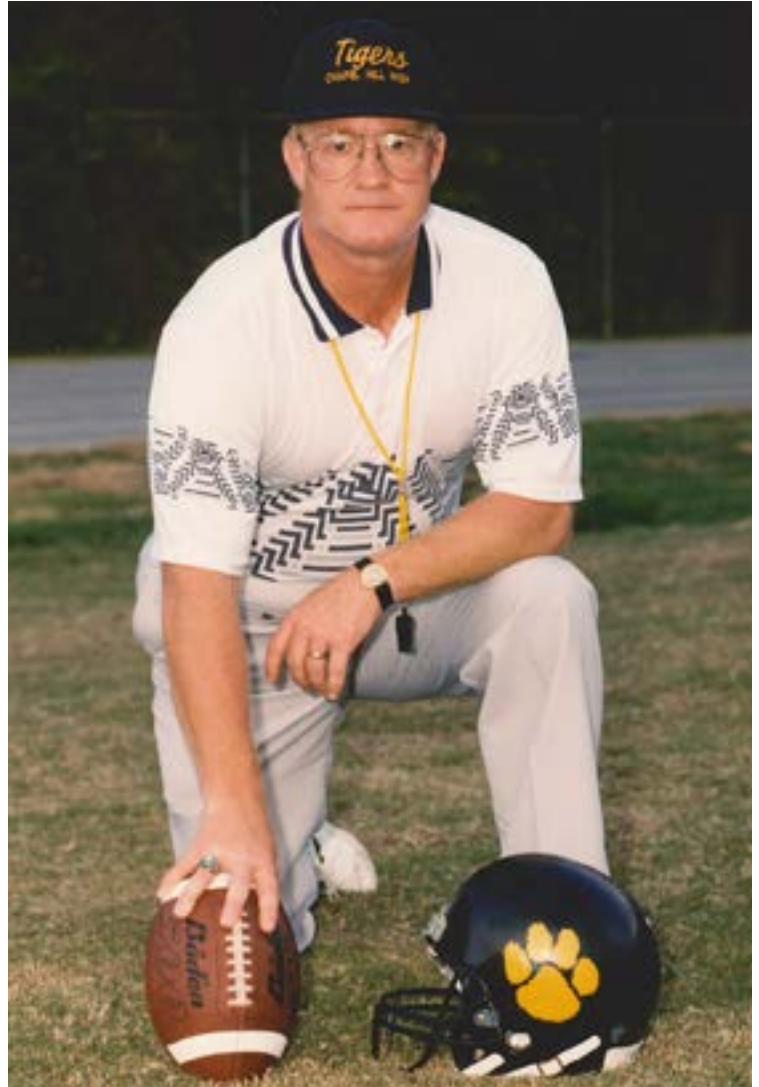
“ ATHLETIC DIRECTORS: *Help your athletic department be a success, don’t gossip – be honest. If you want to go home everyday at 3 o’clock when your season is over – you need a career change. ”*

“ OTHER COACHES: *Help them be successful – learn from them – work with your coaches to help your athletes – the stronger the total athletic department is the better for all the athletes, students and school. ”*

“ THE PRESS/MEDIA: *Work hard to keep the media informed – be positive and talk less and listen more – it is your job and responsibility to help your student athletes. ”*

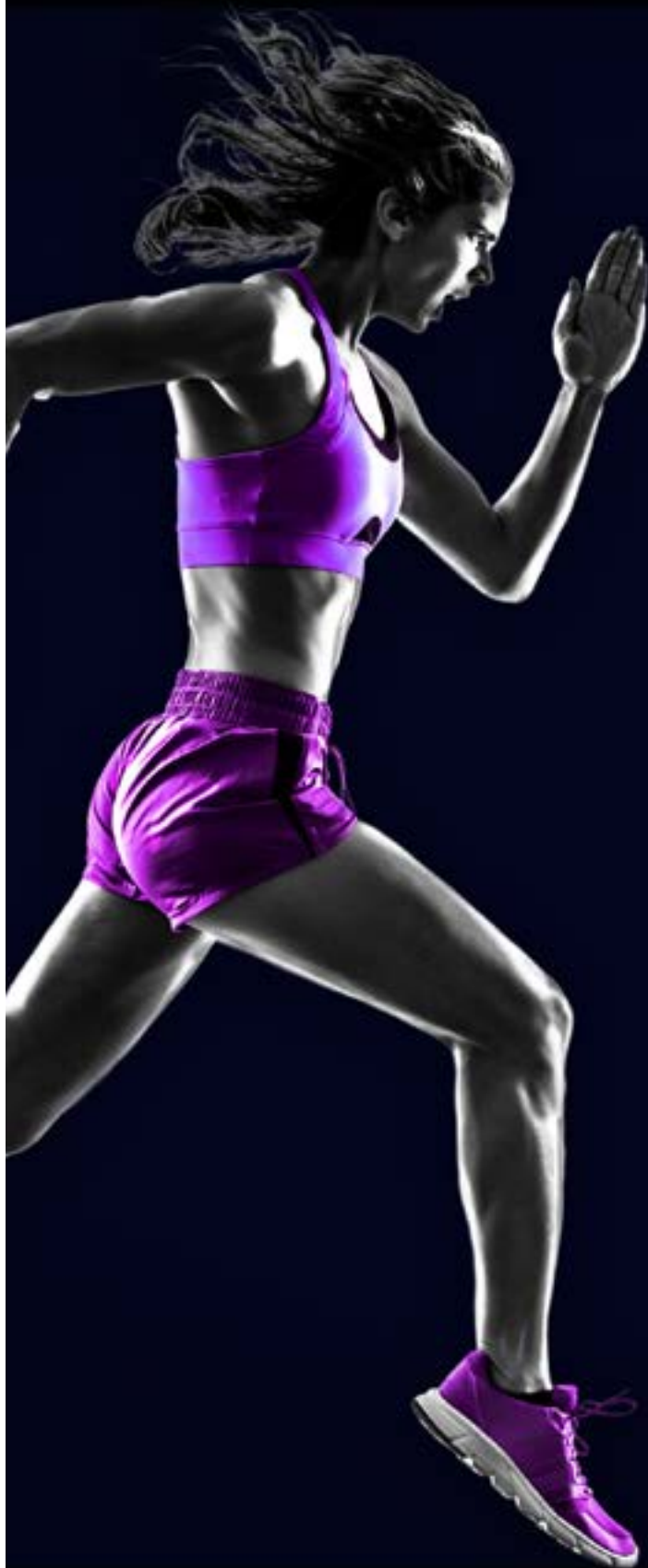
NCC: WHAT DID/DOES THE NCCA MEAN TO YOU?

“ I take great pride in being a member of the NCCA. We represent all the scholastic sports – male and female, all grade levels. The association does a great job of offering educational opportunities to our coaches and a forum for input for any concerns our members may have. I have belonged to several professional organizations; being a member of the NCCA is the one I am most proud of. ”



NCC: OTHER COMMENTS YOU WOULD LIKE TO SHARE?

“ Being an old guy, I would just like to say to the younger coaches – You are blessed with great leadership from coaches who were pioneers and great coaches that give us a professional organization second-to-none. Coach Jamieson started it, but the great coaches and even greater men and women who have put in the endless hours and hard work – We owe them our thanks and respect. ”



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Carolinas Classic All-Star Basketball Games

Sponsored by House of Raeford / FLOCK

March 21-23, 2024

CAROLINAS CLASSIC – BLENDING BASKETBALL TALENT WITH LIFE SKILLS

Photos Courtesy of Drew Stevens Photography

Complete Story and Photos Here:

<https://houseofraeford.com/flock-news/carolinas-classic-blending-basketball-talent-with-life-skills/>

Bringing the top North and South Carolina high school senior basketball players together on March 23 promised to provide exceptional competition at the Carolinas Classic All-Star Basketball Games sponsored by House of Raeford Farms FLOCK. The results did not disappoint. Hoggard High School in Wilmington, NC served as the venue where the SC Girls' team closely defeated the NC Girls 81-77, while the NC Boys overpowered the SC Boys' squad 109-91.

The SC Girls snapped a three-game losing streak with their victory led by Most Outstanding Player Terriana Gray of AC Flora High (10 points), Victoria Star Morris (South Pointe – 13 points), and Quinasia Abercrombie (Wade Hampton – 16 points). After trailing in the first half, South Carolina batted back to take the lead and held on for the win. Leading

the North Carolina girls in scoring was Jayda Angel of Cape Fear High, and an Elon University commit, with a game-high 24 points. Other top scorers were Joi Pergerson (Middle Creek – 13 points) and Lauren Arnold (West Rowan – 12 points). North Carolina leads the series 15-10.

South Carolina 81, North Carolina 77

SC: Quinasia Abercrombie 16, Victoria Star Morris 13, Jerchel Geathers 12, Terriana Gray 10, Destiny Drakeford 9, Raina McGowens 9, Jaleya Ford 8, Kiara Croskey 2, Norriyah Bradley 2

NC: Jayda Angel 24, Joi Pergerson 13, Lauren Arnold 12, Mikayla Taborn 8, Lillian Booker 7, Jerin Truesdale 5, Laila Lewis 4, Yamorie Hardison 2, Dot Mills 2
Most Outstanding Player – Terriana Gray, AC Flora High School, Columbia, SC



See "Carolinas Classic" on page 23

“Carolinas Classic”

continued from page 22



From the opening tipoff to the closing seconds, the boys demonstrated why they were best in their respective states. Most Outstanding Player for the boys, Grant Hamilton of North Carolina’s Weddington High, put on a three-point shooting clinic hitting nine made threes and tallying 31 total points. Isaiah Evans (North Mecklenburg), 2023-24 Gatorade NC Boys Basketball Player of the Year and committed to Duke University, contributed 19 points while Juke Harris (Salisbury) scored 12 points on his way to Wake Forest University and Maurio Hanson (J. L. Chambers) made 13. Cam Cooper of Lexington High, and headed to the University of Texas, led scoring for South Carolina with 21 points. His high school teammate, Jaxon Prunty, added 13. The victory broke a three-game losing streak for North Carolina, who leads the series 15-10.

North Carolina 108, South Carolina 91

NC: Grant Hamilton 31, Isaiah Evans 19, Maurio Hanson 13, Juke Harris 12, Bishop Boswell 9, Richard Goods 9, Ari Fulton 7, Chase Daniel 4, Sir Mohammed 3, Carson Daniel 2

SC: Cam Scott 21, Jaxon Prunty 13, Ellis Graham 11, Braylhan Thomas 10, Justin Ray 10, Will Fowler 8, Jayden Pretty 8, Yannick Smith 5, Julen Iturbe 3, Alex Atkinson 2

Most Outstanding Player – Grant Hamilton, Weddington High School, Matthews, NC



However, the weekend was more than basketball. FLOCK focuses on youth development as one of their action pillars. In keeping with that mission, the student-athletes visited two local elementary schools on Friday morning interacting with children in the classroom, cafeteria, and on the playground. The expressions of joy on the faces of these kids as they talked with the players, shot basketballs, and gathered autographs told the story of the day.

We also hosted physically and intellectually challenged youth and adults from ACCESS of Wilmington for an inclusive basketball clinic, wheelchair exhibition, and autograph session at Hoggard High School. Carolinas Classic student-athletes interacted with these amazing individuals, and in the process learned life skills to carry beyond graduation.

In addition to the athletes giving back, House of Raeford Farms FLOCK presented \$25,000 to ACCESS of Wilmington, which represented all proceeds from Carolinas Classic ticket sales and a generous donation from FLOCK. This nonprofit organization operates six programs eliminating barriers to health and wellness through sports, recreation and fitness for children, adults, and veterans in our community with disabilities. FLOCK also honored the Nicholas family of seven, including five foster children, for their service, sacrifice, and devotion to others in the ACCESS community. The Nicholas household will “build their own family adventure” funded by FLOCK.

UTILIZING PRINCIPLES & STANDARDS OVER GOALS

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"Texas Coach" and Carl "Hank"
Semler.



BY CARL "HANK" SEMLER

LUBBOCK HIGH SCHOOL

ASSOCIATE HEAD FOOTBALL COACH

One of the first questions coaches are inevitably asked is, "What are your goals for our program?" To me, this question should be rephrased to, "Do you know all the clichés that come with interviewing for this position?" The correct answer to this question is a test to see how much homework you've done over the school with whom you're interviewing. For example, if your response is, "I want to take this program to the next level," and they just won the state championship; you could have a hard time convincing those interviewing you that you can get the NCAA to admit a high school into its ranks. If you're completing your end-of-year evaluation after a bad season, it's normally not enough to tell the powers that be, "My goal is to win more games next year." Yeah, no kidding! This article is an attempt at flipping the script on goals, and relegating them to 3rd place on the "Here's why I'm the best person for this job" or "This is why I should get another year" meters. I will speak bluntly (30 years of great experiences, with about 15 more to go), so if you would like to cuss or discuss this, my phone number is 682-557-6114 and my email address is carl.semmler@lubbockisd.org.

Ok, so, here's my argument for ranking goals behind principle and standards...

1. Goals are temporary, no matter how extensive they may seem.
2. Goals are thought of as a destination, not a process.
3. Goals are sometimes created as a "chase perfection and catch excellence along the way" situation.
4. Goals can be hard to get people to buy into.
5. Once you meet or achieve a goal, then what?
6. Goals can be an excuse for questionable behavior and compromising ethics and morals.
7. Goals are black and white in an increasingly gray world.
8. Goals do not allow for "small victories" or growth. You either met the goal or fell short.
9. Goals can be a trap if set too low. This can lead to a sense of being better than you really are.
10. Goals can be superficial. Set an easy goal – meet the easy goal – have a cheesy celebration.

Goals are the “why” in culture and strategy. I am not against the “why,” I just believe in order to have meaningful “whys” you first have to have clear, powerful, and outstanding “what” and “how’s,” and sometimes we confuse our journey with our destination. When this happens, goals do not get met, things look a whole lot worse than they really are, perceptions become reality, and real estate signs start showing up in yards! So, if you are still reading, let’s look at the “what” called principles.

Principles are what I talk about first when discussing topics like culture change, improvement, or sustainability of success. Principles are the belief system that provides the foundation for all work coming up. While our goals change according to each new situation, our principles remain the same. Our principles are our reason for taking action, like hollering at the kids trotting around the practice field, instead of sprinting to their next phase. Our principles are permanent and remain after we are gone. When my dad died, I didn’t read much from his former players and assistants about why he coached the way he did. Instead, the overwhelming memories from those who played for him or coached with him were about the life lessons he taught them through small conversations at water breaks, before or after practice, in the weight room, at the store, and everywhere else. Dad’s principles of how to live the right way influenced far more people than his coaching record and achievements, and are his true legacy. Our principles are easy for others to buy into if they share the same vision, like Juan Rodriguez (Head Football Coach of Lubbock High) and myself. Coach Rod came to LHS with a set of principles about how to turn around Lubbock High, and our visions just clicked. There were other coaches who did not share Coach Rod’s vision and principles, so they moved on. Our principles are never met like goals, but are instead lived out for all to see on a daily basis. Our principles help us navigate the gray areas of life that seem to grow exponentially. Our principles provide more than enough room for achievements of all kinds, since they

provide the foundation for our procession through life. Finally, our principles can never be too low or too high. They are our way of life, and tell everyone else more about who we are as coaches than any of our records or achievements. If you’re still interested, let’s talk about standards, or the “how” next.

Our standards are our recipes for success. They are our action steps that embody our principles. In other words, they are the house that is built upon the foundation of our principles. Here in Lubbock, we have tons of empty lots where houses once stood. I can usually tell how good of a house it was by looking for the foundation. If I can’t find anything, it was probably an old pier and beam foundation that went to crud and caused the house to fall apart. If I find a slab, I know the house that sat on it was probably petty sturdy, and it took one heck of a beating to wreck it. So it is with our standards. Our standards are the tools we use to lead others through the gray areas of life. Our standards are also permanent, like our principles, and in coaching make up our mission statements like, “We will be more prepared than our opponent.” Our standards are set according to our principle, so they are always high. Finally, our standards are never superficial. They are deep and meaningful, and tell everyone how we live our life.

Sometimes, it can be difficult to tell the difference between a goal, a principle, and a standard. The easiest way to tell the difference is to watch and listen when a compromising situation occurs. If a goal is not met, we get angry or depressed, and when we achieve a goal, we are generally happy. In other words, success or failure to meet a goal results in a surface level responses. If one of our principles is compromised, we tend to get quiet and talk about how we need to change the way we think about or look at something. When we maintain our principles, we tend to talk about what drives us. In other words, principles require an intimate level response. Lastly, when one of our standards is not met, we tend to

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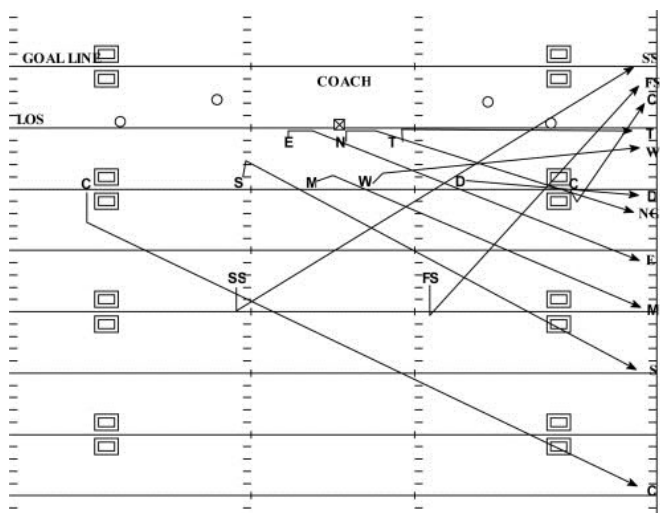
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question what went wrong. When a standard is not met, we tend to examine what went wrong. When one of our standards is met, we tend to talk about what went right. In other words, our standards require us to take an introspective approach.

Goals, are a great jumping-off point when thinking about our future, especially in coaching, and in “hopeless” situations, where it feels like everything and everyone is against us. However, at some point our goals will not be enough, and that is when our principles and standards must take over. For example, if your goal is to make the playoffs, what happens after you make the playoffs? I suggest that instead of having to add additional goals that make everyone feel like you’re demanding more, start off with the principle of preparing for and playing each game as though it is a playoff game and you’ll never have to address that aspect of your team’s play. Practice plans built around principles and standards usually result in workouts with tons of effort, energy, enthusiasm, and FUN. Practice plans built around goals tend to have a “check the box” attitude (“we did pursuit drill, we did 7 on 7, etc....”) and lack the fire of principle-driven practices (“fly to the ball,” “no fly zone,” etc....).

Here are some examples of goal vs. principle drills in football:

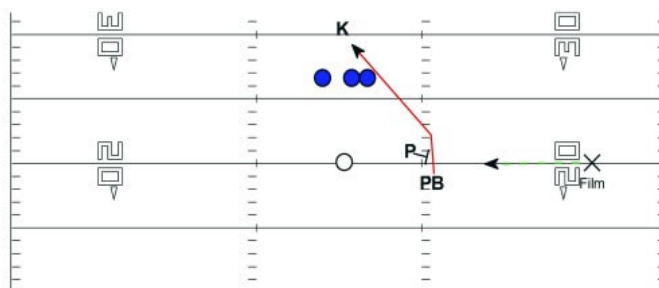
GOAL-DRIVEN PURSUIT DRILL:



This is a very good drill if you want to make sure everyone is doing their job

If your principle on defense is “FANATICAL PURSUIT TO THE BALL,” get rid of the cones! Instead, put a popup dummy, tackle ring, standup pad, or something for each defender to violently throw their body at, wrap up, and pile drive into the sideline. THEN, you will know who your fanatics are!

GOAL-DRIVEN PUNT BLOCK DRILL:



Again, this is a very good drill to make sure the blocker does not run into the punter, but...

If your standard is to LAY OUT for the block, you might want to use either a crash mat, or one of the small pit mats from pole vault, put it where you want your blocker landing, and have them practice launching to block the punt without hitting the punter or rendering themselves childless from getting either the football or punter’s foot blasted into their, uh, manhood. You can do the same thing for PAT/FG block.

Pregame is a great way for everyone to see your principles and standards in action. It’s also the most boring part of game night for the crowd. When I was a head football coach, I started out with the usual: individual, team D, team O, kick a couple of PAT/FG’s, team break, head in. Very traditional. Very phony, hype-wise. There’s only so many times I could hear 2 claps and a Ric Flair after each play on air. Ugh! The next year, I put my principles and standards on display in our first scrimmage pregame. No individual. Instead, we did team dynamic stretch, then we had run hull from the 3-yard line trying to score, and 7 on 7 from the

20-yard line coming out. The crowd freaked, my AD freaked, the opponent stopped warming up to watch us. The only ones who did not freak were our guys, who were JACKED! After that, I put the ball on the 30, and we had a thud-speed, full team scrimmage. Now the crowd was into it, and everyone was JACKED! Finally, we lined up to kick PAT/FG with full-blown block coming, and it was awesome! We came back for the scrimmage and laid waste to our opponent, who was ready for a scrimmage, while we were ready for a game. That year, we made the playoffs without a senior class, mainly because every player, coach, manager, and parent bought into our principles and standards.

THE BLUEPRINT

If you are still reading this, kudos to you! It took me three days just to type it up! Anyway, the following are ten questions to ask yourself about your principles, standards, and goals if you feel like testing the waters of the THSCA job portal:

1. What is important to you as a coach?
2. What does #1 look like in your words and actions?
3. What does #1 look like in your interactions with players, staff, faculty, admin., parents, and community?
4. How do you lead (are you vocal, or do you rely on your actions to speak for you)?
5. When things go wrong, do you react or respond?
6. When things go right, are you surprised, or do you expect great things to happen?
7. What do you think about when you're alone?
8. How do you look at the "ugly" jobs, like laundry?
9. How do you treat the various levels of staff in your program?
10. What do you dream about?

Once you answer these questions, here are some ABC's of operational principles for you to define (each of us has our own, non-Webster's definition for each):

Accountability
Buy-in
Courage
Determination
Empathy
Family
Growth
Happiness
Intelligence
Knowledge
Love
Maturity
Norms
Opportunity
Performance
Responsibility
Service
Teamwork
United
Victory
Work ethic

SERVANT LEADERSHIP

Great leaders believe they work for the team.

1. Believe in people and their potential
2. Connect and view other people's perspectives
3. Add value to others
4. Measure success by the team's success, not your own
5. Create a culture of positivity and encouragement
6. Earn respect through your actions

"True leadership must be for the benefit of the followers, not to enrich the leader." - John Maxwell

If these words are not in your answers to 1-10, you might consider adding them to your daily vocabulary.

At the end of the day, we all should ask ourselves two questions:

1. **Did I live out my principles?**
2. **How did I do it, or How did I fail to do it?**



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Today, most Coaches are involved in some type of sports camp. Please note that our General Liability Program follows insured members while working at camps and/or conducting their own personal camp.

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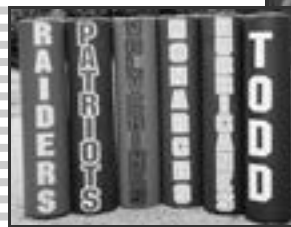
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