

# mhsca

Founded: August 15, 1955

## EXECUTIVE BOARD

Executive Director  
James M. Okler,

Email: [MHSCA1954@gmail.com](mailto:MHSCA1954@gmail.com)

Executive Secretary  
Mark Holdren

Email: [mholdren.11@gmail.com](mailto:mholdren.11@gmail.com)

President  
Debbie Williams-Hoak

1st Vice President  
Darrin Millar

2nd Vice President  
Ron Landfair

3rd Vice President  
Dave Kowalski

Past President  
Ted McIntyre

## MEMBER ASSOCIATIONS

MIAAA: Athletic Directors

MHSBCA: Baseball

BCAM: Basketball

MHSIBCA: Bowling

CCCAM: Competitive Cheer

MHSFCA: Football

MIGCA: Golf

MHSGCJA: Gymnastics

MHSHCA: Men's Ice Hockey

MHSLCA: Men's Lacrosse

MHWLCA: Women's Lacrosse

MHSSCA: Skiing

MHSSCA: Softball

MISCA: Swimming & Diving

MHSTeCA: Tennis

MITCA: Track & Field &  
Cross Country

MIVCA: Volleyball

MWA: Wrestling

## CONTACT INFORMATION

WEBSITE: [mhsca.org](http://mhsca.org)

PHONE: 517-526-4575

# The Michigan Coach

THE OFFICIAL PUBLICATION OF THE MICHIGAN HIGH SCHOOL COACHES ASSOCIATION

MICHIGAN HIGH SCHOOL COACHES ASSOCIATION

854 Marshall street, Portland 48875

## M.I.S.C.A.

## Michigan Interscholastic Swim Coaches Association

### Coaches Corner: 6 keys to motivating today's student-athlete

Coaches Corner: 6 keys to motivating today's student-athlete Applying societal trends to your coaching can produce wonderful results.

Younger coaches have asked me how much kids have changed during my 20 years of coaching high school football, and my response is that teenagers have changed a little since the late 1990s - but our own culture has changed a lot more! You have to approach coaching in 2017 different than you did in 1998. So here are six keys to motivating today's student-athlete

1. Be authentic Be the best version of yourself that you can be. Today's student-athlete wants authenticity. A story hit national media in early April that told about a school's student newspaper staff finding out that their new principal had faked her college experience, as well as her credentials to be their principal. That sums up what teenagers are like now. They want real people. They need to have authenticity from their coaches. Do not try to be someone else, just be you.
2. Become a better listener The family unit is much different today than 20 years ago. One thing that many teenagers are missing at home is two parents who listen to their children. Our athletes need us to listen to them. If you want to connect with today's student-athletes in a meaningful way, become a better listener. Make sure your kids know that you care about them through listening.
3. Raise the bar Kids want to be challenged today more than ever. Do not be afraid to raise the bar. Social media has revealed the many talents of thousands of kids nationwide. My own 10-year-old son is constantly pushing himself because of what he sees kids his own age doing on YouTube. Raising the bar for your kids and your team will tell your kids that you believe in them, and that will motivate them to work hard to jump over that bar.
4. Reward based on performance Kids today have been rewarded way too much without earning some of those rewards. Everybody gets a trophy just for participating on a last-place team. Kids want to be rewarded, but not just to be rewarded. They want to earn that recognition and those rewards. Motivating today's student-athletes means performance-based recognition. Look for ways to reward your kids on a daily basis to keep them motivated. Even small rewards through competition matter. Shout praise, whisper criticism.

Continued on page 2



<b>Michigan High School Sport Association</b>
<b>Coaches Clinic/Events</b>
MIAAA: March 17-20, 2023 at Grand Traverse Summer Workshop June 28-30, 2022 at Mt. Pleasant
Baseball: January 13 & 14, 2023 at Soaring Eagle, Mt. Pleasant
BCAM-Basketball: October 2022 at Oakland University.
Bowling : October 2022 @ Royal Scott, Lansing
MITCA: Cross Country: 2022 November 10-12th Mt. Pleasant, Comfort
Competitive Cheer: October 7-9, 2022 at Grand Rapids
Football: January 12-14, 2023 at Lansing Center
Golf: February 2022, Clinic, East Lansing, August 2022, Clinic, COTY, HOF Banquet, Golf, Treetops Resort
Gymnastics : October 2022 TBA
Ice Hockey October 29, 2022
Men's Lacrosse: January TBA
Skiing: October 16, 2022 @ TBA
Softball: January 20-21, 2023 at Mt. Pleasant, Comfort Inn
Sports SAGES: 3-5 March 2022 Boyne Mountain
Swimming: September 16-17 2022 Site: Flint, Holiday Inn Gateway
Tennis: January 2023
Track & Field: January 2023 at Lansing
Volleyball: TBA -2022
Wrestling: Nov. 2022 See MWA website
NHSACA Convention: Altoona, Iowa June 18-22, 2022

# MHSCA COACHING RECOGNITION

The candidate must have distinguished himself/herself with good coaching ethics and promoted good sportsmanship throughout his/her coaching career.

\*The AD or principal's signature confirms this.

Ten (10) years of coaching outside of Michigan may be applied to the application. Coaching at any level may be applied as long as it is a school sponsored interscholastic sport.

To receive a general coaching certificate the candidate must have been coaching at least one sport per year at any level for the requested number of years.

To receive specific certificates for a single sport the candidate must qualify for the specified number of years in that sport.

This can be at any level. You cannot however count more than one level or

season for a sport in any one year.

For example, coaching both boys and girls basketball during the same school year counts as "1" year; coaching both 7th grade boys and JV boys during the same school year counts as "1" year.

Up to three (3) years may be included for active duty military service which delayed or interrupted an applicant's coaching career.

Awards for 30 years and more (plaque) will have the sports that the candidate coached listed on the plaque.

The coach will be presented only one award for each level of service after 30 years.

For more information go to [www.mhsca.org](http://www.mhsca.org) or contact Mike Jolly at

E-mail to: [dlsathletics@aol.com](mailto:dlsathletics@aol.com)



Coaches Corner: 6 keys to motivating today's student-athlete

## M.I.S.C.A.

# Michigan Interscholastic Swim Coaches Association

5. Be competent in your field of expertise Become an expert at what you do because these kids are becoming experts. Again, the Internet has changed how information is delivered in so many different ways. If you don't know your stuff, your kids will know. Kids and their parents want to have the best coaching and teaching available. You've got to be that person who they trust

because you know what you're talking about. Coaches today need to work harder than ever to be an expert in their field, and it's never been easier to become highly qualified in the position or the side of the ball you are coaching.  
6. Motivate through innovation – change things up You've got to look for ways to change things up to keep your kids engaged. The same exact practice routine every

day will lose their focus. Change up the routine. We see every major sport making changes to the way they have done things to speed up the game because our culture is becoming less and less tolerant of waiting. The same thing can be said of teenagers. Keep practices fresh, keep them guessing at what is coming to make sure they stay engaged in what you are trying to accomplish. Chris Fore is a veteran Head Football Coach and Athletic Director from Southern California. He consults coaches and programs nationwide through his business Eight Laces Consulting



Greetings from the NHSACA Executive Board,

We hope that you all are having a great spring and getting ready for a wonderful Easter holiday and a restful spring break. Justin Davie and his leadership in Iowa are doing a great job planning for our summer conference in Altoona. Justin, Iowa and Dave are putting together a great conference agenda and leadership class lineup. Check out our website for additional information details. We are looking at an abundant of Hall of Fame inductees this summer and a great hall to host our banquets. We are all excited about being able to host another great conference and being able to see everyone once again. So, moving forward please continue to get your registration in. This helps with planning. Also continue to assist with COTY finalist and Hall of Fame Inductees.

We come from many different sports. Some march out onto the gridiron, others pace the sidelines, or gaze out from concrete dugouts. But no matter where we're looking from or what sport we coach, something runs commonly among us.

Gameday.

One simple word brings so much emotion. The blood starts thumping through your veins as your heart beats a little faster. Butterflies flutter relentlessly in your stomach. The excitement in the air intensifies and you can almost taste the anticipation as you and your team prepare to

## April Newsletter from the

battle it out in a contest of wills.

Athletes, coaches, and fans all participate, live for this thrill whether you're suiting up, mentoring, or spectating. It's what makes sports, well, sports. As Jim McKay so famously says, "The thrill of victory and the agony of defeat. The human drama of athletic competition."

Personally, I have seen many gamedays in some form or another over the years I've spent with sports. On the field or in the stands, I've been there. I may no longer be actively coaching, but my gamedays live on.

If there's one thing I've realized since stepping off the field, it's this... every day is gameday. There may not be a gridiron. No referees, no points, or even a teammate beside you. But every day, you suit up.

You may be facing opponents you can't see. Can't scout. Can't prepare or practice for. There might be health problems, ailments, trauma, pain, injury, job loss, financial burden, broken relationships, death, loss, sadness, grief, depression, or loneliness. It may pain you to get out of bed, weary feet struggling to hit the

floor. You may have struggles that tear you down. But we go on. We make it through because it's in our blood. We don't give up. We compete because every day is gameday.

Two scriptures spring to mind that as coaches we can easily relate to. The first one is 1 Corinthians 9:24-27:

Do you not know that in a race all the runners run, but only one gets the prize? Run in such a way as to get the prize. Everyone who competes in the games goes into strict training. They do it to get a crown that will not last, but we do it to get a crown that will last forever. Therefore I do not run like someone running aimlessly; I do not fight like a boxer beating the air. No, I strike a blow to my body and make it my slave so that after I have preached to others, I myself will not be disqualified for the prize.

The second one is 2 Timothy 4:7:

I have fought the good fight, I have finished the race, I have kept the faith. This time of year, as spring explodes and the ground refreshes, we restore our strength, energy, and spirit to continue day by day for every gameday. May you all be blessed and renewed.

Go. Fight. Win. It's gameday.

Dan Mitchell, 3rd VP

**HEADLINE: Travel Perks from Avis and Budget** Whether you're traveling for business or booking your next getaway, make the experience safe and comfortable with a rental from Avis or Budget. Members can enjoy up to 35% off base rates, plus other great deals like complimentary upgrades and flexible reservations with the "Pay Later" option for risk-free bookings. Enroll in the complimentary Avis Preferred® or Budget Fastbreak® programs and unlock even more perks to help accelerate your savings, earn rewards and bypass the counter for an expedited rental experience.

To make a reservation with Avis, visit: <https://www.avis.com/en/association/B155151> and use your Avis Worldwide Discount (AWD) number B155151 To book with Budget, visit: <https://www.budget.com/en/association/R584751> and use your Budget Customer Discount (BCD) number R584751 Or Text: NHSACAABG to 833-344-0228 and receive exclusive limited time offers.

**2022 NHSACA National Convention**  
June 18 - 22, 2022  
Prairie Meadows Casino, Race Track and Hotel, Altoona  
(Des Moines) IA




# SAVE ON EVERYDAY NEEDS.

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**For more information, visit: [www.1800members.com/nhsaca](http://www.1800members.com/nhsaca)**  
or call 1-800-MEMBERS (800-636-2377), M - F, 8:00 a.m. - 5:00 p.m. ET



# GATORADE

THE SPORTS FUEL COMPANY™

## Sports Nutrition 101: Fueling & Hydrating The Athlete

Amy Goodson, MS, RD, CSSD, LD, SPORTS DIETITIAN

Sports nutrition can be the key to fueling your athlete's success.

### PRE-WORKOUT

- Eat meals 3-4 hours before a workout. Aim for meals that are high in carbohydrate, moderate in protein and low in fat and fiber

- Examples of pre-workout meals based on workout times:



- **EARLY MORNING TRAINING:** Energy bar and a banana or a baggie of dry cereal, granola, and a few nuts or shake with fruit and low-fat milk



- **MID-MORNING TRAINING:** 1 ½ cups oatmeal w/ 1 spoon peanut butter mixed in, 1 fruit, 12 oz low-fat milk mixed with 1 scoop whey powder



- **AFTERNOON TRAINING:** Thick wheat bread sandwich w/ 3-5 oz turkey or ham, cheese, lettuce, tomato, mustard, 1 cup cold pasta or fruit, small energy bar

### • SNACK APPROXIMATELY 30 MINUTES BEFORE WORKOUT



- High carbohydrate, low protein
- **EXAMPLES:** energy bar, granola bar, fruit, small fruit smoothie

### DURING-WORKOUT

- **WHEN WORKING OUT FOR AN HOUR OR LONGER,** athletes should consume 30-60 g of carbohydrate per hour to keep energy levels up



- High carbohydrate, low to no protein, no fat
- **EXAMPLES:** Gatorade, small energy bar, small chewy granola bar, fruit, crackers

### POST-WORKOUT

#### • RECOMMEND ATHLETES EAT AS SOON AS THEY CAN POST-WORKOUT

- Eat a snack shortly after exercise and then a full meal within 2 hours

#### • POST-WORKOUT SNACK IDEAS:



- Gatorade Recover Bar
- 1 cup fruit yogurt w/ granola
- Smoothie: 1-2 cups low-fat milk, fruit, and 1 scoop whey protein powder
- Trail mix w/ 1 cup cereal, 1 cup granola, small amount of nuts

#### • MEAL 1-2 HOURS POST-WORKOUT IDEAS:



- 2 egg/ 2 egg-white omelet with low-fat cheese, veggies if you like, and ½ cup chopped lean ham, 2 whole-wheat waffles with low-fat butter and drizzle syrup



- 12" sub sandwich on wheat or honey oat w/ veggies, lean meat and cheese, baked chips and fruit



- 5 oz grilled chicken breast, 2 cups pasta w/ marinara sauce, 1 cup green veggie, 1 wheat roll, 1 piece fruit



- 1 grilled chicken sandwich, 1 bag Baked Lay's, energy bar and fruit



- 1 whole wheat bagel w/ 3 oz lean ham and Swiss cheese, 1 cup cold pasta salad, energy bar

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VISIT [PERFORMANCEPARTNER.GATORADE.COM](http://PERFORMANCEPARTNER.GATORADE.COM) FOR MORE

## Michigan High School Coaches Association Insurance Program

Michigan High School Coaches Association Insurance Program Loomis & LaPann, Inc. is the insurance administrator for the Michigan High School Coaches Association.

We offer general liability coverage, directors and officers coverage, and camp coverage to the National Organization of Coaches Association Directors (NOCAD), which the Michigan

High School Coaches Association is a member. The General Liability policy will protect the Michigan High School Coaches Association and its members from claims made by negligent acts, accidentally committed, resulting in: bodily injury, personal and advertising injury or property damage

to others.

The policy also covers member coaches in the classroom. Below is an overview of coverages and exclusions.

For a complete description of the scope and limitations of coverage, please refer to the policy

At Loomis & LaPann, Inc., We Are Sports Insurance!

Our specialty is Amateur Sports Management, and you can count on our knowledge and expertise to find the coverage that's right for you.

We offer a range of insurance products and carriers, along with quality service.

Loomis & LaPann, Inc. is an independent general insurance agency based in Glens Falls, New York. Our company traces its origins to 1852, a time when the U.S. insurance industry was in its infancy.

It has always been our policy to focus on particular industries so that the knowledge and expertise we accumulate recommends us to specific customers. That policy has taken us across North America to serve businesses as varied as fish canneries and lumbering in our early years, to our current specialty, Amateur Sports Management.

Today we provide a wide range of insurance coverages for amateur sports groups and associations. Loomis & LaPann works directly with various insurance underwriters to provide the most comprehensive insurance products and best possible service available in the marketplace.

## Loomis & LaPann, Inc.

INSURANCE SINCE 1852

Camp Insurance Coaches Assoc. High School Assoc. K



Jim Okler, Executive Director  
Cell: 734-223-8490

854 Marshall Street, Portland, MI 48875  
E-mail: [mhsca1954@gmail.com](mailto:mhsca1954@gmail.com)

Mark F. Holdren, Exec. Secretary  
Cell: 517-526-4575

### Executive Board

### MICHIGAN HIGH SCHOOL COACHES ASSOCIATION

#### HALL OF FAME APPLICATION

#### Executive Director:

Jim Okler,

#### Executive Secretary:

Mark F. Holdren

#### President:

Debbie Williams-Hoak

#### 1st Vice President

Darrin Millar

#### 2nd Vice President

Ron Landfair

#### 3rd Vice President

Dave Kowalski

#### Past President

Ted McIntyre

**Criteria for Application:** Only persons who have coached and/or directed a secondary school athletics program for 20 years or more and actively coached in Michigan for a minimum of 10 years are eligible for the MHSCA Hall of Fame. The applicant must have been a member of the association (MHSCA), in good standing, and an active member of the association two years prior to nomination into the Hall of Fame. In addition to the application, the nominee will need to have two letters of support sent to the address at the bottom.

#### Contact Information

Date of Birth: \_\_\_\_\_

Name of Candidate: \_\_\_\_\_ Phone: \_\_\_\_\_

Home Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Candidate E-mail: (please print carefully) \_\_\_\_\_

School \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Athletic Director Name: \_\_\_\_\_ Phone: \_\_\_\_\_

E-Mail Address \_\_\_\_\_ FAX Number \_\_\_\_\_

Nominator's Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Home Address \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

E-mail: (please print carefully) \_\_\_\_\_

#### Coaching and/or Athletic Director Record (Please include all that you can on this form)

School	Sport	Years	# of Seasons	Won-Loss Record, Summary
Example Smithville HS	Basketball	1969—2008	48	600-20; 34 League, 20 Reg. 10 State Titles
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

Number of years as a Coach: \_\_\_\_\_ Number of years as an Athletic Director: \_\_\_\_\_ Combined Total: \_\_\_\_\_

Coaching Honors Listed \_\_\_\_\_

Service to Sports Associations and/or Community (sports associations, committees, leadership roles, service clubs, church organizations, etc.) \_\_\_\_\_

Please send application, photograph (5 x 7) and have 2 letters of support forwarded to:

**Mr. Mark Holdren, 854 Marshall Street, Portland, MI 48875**

For more information contact: [mholdern.11@gmail.com](mailto:mholdern.11@gmail.com) or call: 517-526-4575

(Please feel free to use additional sheet for providing information)

### Executive Committees

#### Rich Tompkins Multi-Sport Athlete Award

Larry Merx

#### Service Award

Mike Jolly

#### Constitution

Kim Spalsbury

#### Finance

Steve Porter, Darrin Millar & Sue Miller

### Member Associations

MIAAA: Athletic Directors

MHSBCA: Baseball

BCAM: Basketball

MHSIBCA: Bowling

CCCAM: Competitive Cheer

MHSFCA: Football

MIGCA: Golf

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MIVCA: Volleyball

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### Past President

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## MICHIGAN HIGH SCHOOL COACHES ASSOCIATION/GATORADE

### 15/20/25/30/35/40/45/50 YEAR COACHING SERVICE AWARD

#### GENERAL REQUIREMENTS

- The candidate must have distinguished himself/herself with good coaching ethics and promoted good sportsmanship throughout his/her coaching career. \*The AD or principal's signature confirms this.
- Ten (10) years of coaching outside of the state of Michigan may be applied to the application.
- Coaching at any level may be applied as long as it is a school sponsored interscholastic sport. A maximum of ten (10) years may be allowed for coaching at the collegiate level.
- To receive a general coaching certificate the candidate must have been coaching at least one sport per year at any level for the requested number of years.
- To receive specific certificates for a single sport the candidate must qualify for the specified number of years in that sport. This can be at any level. You cannot however count more than one level or season for a sport in any one year. For example, coaching both boys and girls basketball during the same school year counts as "1" year; coaching both 7<sup>th</sup> grade boys and JV boys during the same school year counts as "1" year.

## Executive Committees

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Larry Merx

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Kim Spalsbury

### Finance

Steve Porter, Darrin Millar & Sue Miller

Awards for 30 years and more will have the sports that the candidate coached listed on the plaque. The coach will be presented only one award for each level of service after 30 years.

#### PROCEDURE FOR RECEIVING AWARD

- Complete the application forms (2) and mail to: Mike Jolly, Years of Service Awards,
- 20917 Parkplace Lane, Clinton Twp., MI 48036 or E-mail to: [dlsathletics@aol.com](mailto:dlsathletics@aol.com)
- Certificates will be sent to your home address. Please allow four (4) weeks for processing.

Plaques will be mailed to your home address. Please allow six (6) weeks for processing.

#### MHSCA APPLICATION FOR YEARS COACHING SERVICE AWARD

\_\_\_ 15 Years \_\_\_ 20 Years \_\_\_ 25 Years \_\_\_ 30 Years \_\_\_ 35 Years \_\_\_ 40 Years \_\_\_ 45 Years \_\_\_ 50 Years

Name (as it is to appear on award) \_\_\_\_\_

Best Phone \_\_\_\_\_ Email Address: \_\_\_\_\_

Home Address \_\_\_\_\_

Home City \_\_\_\_\_ Home State \_\_\_\_\_ Home Zip \_\_\_\_\_

Michigan High School Sports Association: \_\_\_\_\_ (MITCA, BCAM, etc.)

MHSCA Membership Card #: \_\_\_\_\_ Year: \_\_\_\_\_

Signature of Coach \_\_\_\_\_

Signature of AD or Principal \* \_\_\_\_\_ Phone Number: \_\_\_\_\_

Printed Name of Administrator: \_\_\_\_\_ Email: \_\_\_\_\_

Send Completed form to: Mike Jolly, Years of Service Awards, 20917 Parkplace Lane, Clinton Twp., MI 48036

or E-mail to: [dlsathletics@aol.com](mailto:dlsathletics@aol.com). Be sure to include your Year-by-Year Summary Sheet.

The MHSCA Coaching Service Award is sponsored by GATORADE in cooperation with MHSCA

## Member Associations

MIAAA: Athletic Directors

MHSBCA: Baseball

BCAM: Basketball

MHSBCA: Bowling

CCCAM: Competitive Cheer

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MHSSCA: Skiing

MHSSCA: Softball

MISCA: Swimming & Diving

MHSTeCA: Tennis

MITCA: Track & Field &  
Cross Country

MIVCA: Volleyball



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MWA: Wrestling

NAME: _____						
COACHING SERVICE AWARD WORKSHEET						
	School			School		
	Year	School	Sport	Year	School	Sport
	(Example)	(Example)	(Example)	(Example)	(Example)	(Example)
1	1990-91	MCHS	FB, BBSK, BSB	4	1993-94	MACOMB CC
2	1991-92	USAF	Active Duty	5	1994-95	TOLEDO ST. JOHN
3	1992-93	MACOMB CC	BBSK	6	1995-96	MCHS
	1960-61				2000-2001	
	1961-62				2001-2002	
	1962-63				2002-2003	
	1963-64				2003-2004	
	1964-65				2004-2005	
	1965-66				2005-2006	
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	1975-76				2015-2016	
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	1999-2000					

**SPORT CODE**

BSB, BBSK, GBSK, BBWL, GBWL, CHR, BCC, GCC  
 FB, BGLF, GGLF, GYM, HCK, BLAX, GLAX, BSKI, GSKI,  
 BSCR, GSCR, SFB, BSWM, GSWM, BTEN, GTEN,  
 BTRK, GTRK, VB, WR

**SCHOOL or SERVICE CODE**

(Example)

MCHS	Mt. Clemens HS
USAF	US Air Force



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Cell: 734-223-8490

854 Marshall Street, Portland, MI 48375  
E-mail: [mhsca1954@gmail.com](mailto:mhsca1954@gmail.com)

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Debbie Williams-Hoak

#### 1st Vice President

Darrin Millar

#### 2nd Vice President

Ron Landfair

#### 3rd Vice President

Dave Kowalski

#### Past President

Ted McIntyre

Michigan High School Coaches Association Distinguished Service Award is one of our highest awards for service and contributions to sports in the state of Michigan.

The MHSCA Distinguished Service Award:

MHSCA recognizes individuals and organizations that have provided extraordinary service to educational athletics, the including the advancement student athletes, coaches, or those who serve interscholastic athletics through its Distinguished Service Awards.

The Distinguished Service Award (DSA) is given to a person (or persons), either volunteer or staff, who have exhibited valuable professional service (within the MHSCA or among its association membership) including academically, supportive, service, assistance at any level of interscholastic athletics. These criteria are good measures of acceptable candidates and help to assure that recipients have a wide range of "service" that they provide to the profession of interscholastic athletics. Nominations should be submitted on an individual basis, not by a group or on behalf of constituent groups (conferences, affiliates, assemblies, committees, etc.).

### Executive Committees

#### Rich Tompkins Multi-Sport Athlete Award

Larry Merx

#### Service Award

Mike Jolly

#### Constitution

Kim Spalsbury

#### Finance

Steve Porter, Darrin Millar & Sue Miller

The MHSCA Distinguished Service Award does not need to be awarded each year. This award should be bestowed only when the MHSCA Board of Directors committee decides that nominations warrant presentation of the award. This award may be given posthumously.

Why nominate a deserving candidate for the MHSCA Distinguished Service Awards:

- To recognize a person who has positively impacted interscholastic athletics in a significant way.
- To recognize institutions for their affiliation with individuals who demonstrate the highest level of professionalism and commitment to interscholastic athletics.
- To confirm and honor a superior servant by his/her peers and colleagues.
- To celebrate individuals who epitomize the profession's highest standards for interscholastic sports.
- To focus attention on the exemplary, and by doing so to elevate the profession overall and establish a high standard of excellence in promoting, supporting or contributing to interscholastic athletics.

#### Required information for completed application:

Name of MHSCA Distinguished Service Award Nominee:

School or Sport Affiliation:

Email:

Mobile Phone

Nominated by:

Email:

Mobile Phone:

I believe this nominee is worthy of receiving this award for the following reasons: (attach separate)

Completed application can be submitted to [MHSca1954@gmail.com](mailto:MHSca1954@gmail.com)

### Member Associations

MIAAA: Athletic Directors

MHSBCA: Baseball

BCAM: Basketball

MHSBCA: Bowling

CCCAM: Competitive Cheer

MHSFCA: Football

MIGCA: Golf

MHSGCJA: Gymnastics

MHSHCA-Ice Hockey

MHSLCA: Men's Lacrosse

MWLCA: Women's Lacrosse

MHSSCA: Skiing

MHSSCA: Softball

MISCA: Swimming & Diving

MHSTeCA: Tennis

MITCA: Track & Field & Cross Country

MIVCA: Volleyball

MWA: Wrestling



## Sponsorship Opportunities

### Active Link on the MHSCA Website: (July 1-June 30) \$1,000.00

- Your company's web page linked to the MHSCA website's homepage
- Name of company, logo and short description of products/services

### Full page ads in MHSCA Hall of Fame or Coach of the Year Awards booklets:

- Newsletter Booklet (10 times a year) \$250.00
- Newsletter Booklet and Coach of the Year Awards Program or Hall of Fame Induction Ceremony Program Booklet \$400.00
- Newsletter Booklet, Coach of the Year Awards Program and Hall of Fame Induction Ceremony Program Booklet \$500.00

### MHSCA Board of Directors meetings or Hall of Fame or Coach of the Year table display or registrants' packet stuffer: \$100.00/page

- Your company's product/service information document (8.5"x11"), provided by the sponsor included in each registrant's packet

### Sponsor a Hall of Fall or Coach of the Year inductee:

- 1 Sport \$2000.00
- 2 Sports \$3,500.00
- 3 Sports \$5000.00
- 4 Sports \$6000.00  
(Buy 3, get 1 Free)
- All 15 Sports \$30,000.00 (\$10,000.00 savings)
- Presentation of the Hall of Fame or Coach of the Year Award at the banquet
- Two (2) Complimentary tickets to the Awards Banquet

- Sponsor banner (2'x4') hung on wall in Banquet Room during Awards Banquet

- Recognition/Advertising in Coach of the Year Awards Program

- Complimentary exhibit booth during the awards day banquets

- Active link on MHSCA website

### Sponsor a MHSCA Service Awards Station: \$3000.00

- Company signage promoting your company as the sponsor of this award at HOF & COTY banquets.
- Presentation of the Service Award at the Coach of the Year Awards banquet
- Placement of your company's Logo on award certificates and plaques.
- Recognition ad in the MHSCA Hall of Fame & Coach of the Year Program Booklet
- Placement of your company's marketing materials on table in serving area
- Complimentary exhibit booth during the awards day banquets
- Active link on MHSCA website.

### Sponsor a Hospitality Station (assessable to all registrants and guests): \$300.00

- Company signage promoting your company as the sponsor of this event
- Recognition ad in MHSCA Hall of Fame & Coach of the Year Program Booklet
- Placement of your company's marketing materials on table in serving area

### MHSCA Contact Information:

**Mark Holdren, Executive Secretary**  
**845 Marshall St.**  
**Portland, MI 48875**

**Phone: 517.526.4575**

### The MHSCA Board of Directors Meetings & Events

- Board of Directors Fall Board Meeting 9-25-22
- Hall of Fame Banquet September 25, 2022 @ CMU Board of Directors Winter Board Meeting & COTY Banquet November 13, 2022 @ Lansing Area
- MHSCA Hall of Fame Committee Meeting, February 9, 2023 @ conducted **Virtually**
- MHSCA Finance Committee meeting, March 12, 2023 @ conducted **Virtually**
- Board of Directors Spring Board Meeting March 12, 2023 conducted **Virtually**

  
**MHSCA BOARD OF DIRECTORS & EXECUTIVE COMMITTEES CALENDAR**

## MHSCA Sponsors



### Executive Director

James M. Okler, CMAA  
 MHSCA1954@gmail.com