



Founded: August 15, 1955

**EXECUTIVE BOARD**

- Jim Okler, Executive Director
E-Mail: MHSCA1954@gmail.com
Mark F. Holdren, Exec. Secretary
E-mail: mholdren@portlandk12.org
Larry Merx Past President
John Cunningham, President
Ted McIntyre, 1st Vice President
Debbie Williams-Hoak 2nd Vice President
Darrin Millar, 3rd Vice President

**MEMBER ASSOCIATIONS**

- MHSBCA: Baseball
BCAM: Basketball
MHSBCA: Bowling
CCCAM: Competitive Cheer
MHSFCA: Football
MIGCA: Golf
MHSGCJA: Gymnastics
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: mhsc.org
E-MAIL: MHSCA1954@gmail.com
Or mholdren@portlandk12.org
ADDRESS: MHSCA
854 Marshall Stet
Portland, MI 48875
PHONE: 517-526-4575

The Michigan Coach

THE OFFICIAL PUBLICATION OF THE MICHIGAN HIGH SCHOOL COACHES' ASSOCIATION

Issue: IV

December 2019

Positive Reinforcement 101 from Third Vice President Mr. Darrin Millar

By: Michael Conlon, NISCA Columnist

How do you talk to your kids?

One of the best barometers of where your team is headed can be found by listening to the things your swimmers and coaches say on deck, in practice, in meetings, and before and after meets.

Do they use terminator phrases or do they use incendiary phrases?

Incendiaries build team spirit positive momentum and lead to superior efforts while terminators squelch the life out of those feelings.

Pay attention to how you talk to people. Treat others the way you want to be treated.

Be kind, courteous, and considerate of their feelings.

Remember that justice is in the eye of the beholder.

Even when you feel you are being fair, others may not feel the same way, and it is their perception that counts.

Therefore, pay attention to being perceived as fair.

People do not care only about their own justice level.

They also pay attention to how others are treated as well.

Therefore, in addition to paying attention to how specific employees feel, creating a sense of justice in the entire organization is important.

Sources: Adapted from ideas in Colquitt, J. A. (2004).

Incendiaries

- Alright!!!
• Yeah, that's one in a row.
• You got it now.
• Great second effort.
• Just like that.
• Now, you've got it.
• How about right now?
• I'm sure you can.
• I like the way you did that.
• Awesome.
• Keep it rolling.
• Great! Anyone else?
• Now we're cooking.

- I wish I had a picture of that.
• Perfect, now repeat it.
• What would happen if you tried it this way?
• You're on the right track.
• We can always depend on you.
• Just like an instructional video.
• Give it everything you have left.
• I didn't know you could do that.
• We're almost there. Now try...
• Congratulations!!
• I have a lot of faith in you.
• Concentrate on it.
• You can handle it.
• Excellent!!!
• It just might work this way.
• Perfect!
• Just a little more.
• Things are beginning to pop.
• There must be a way.
• Work it, perfect it.
• Every day just like that.
• Superior!!
• Don't let up now.
• The best one today.
• You're the perfect example of...
• It's great to have you here.
• Totally!!!
• That's the solution.
• Make your own luck.
• Don't settle for any less.
• That's a winner.
• Super!!
• Again!!
• Magnificent!!
• I couldn't ask for more.
• Stick with it.
• It'll come to you.
• Always try like that.

Terminators

- You can't.
• No sense in talking about it.
• I won't work.
• There's not enough time.
• What do you know about it?
• Oh no, not again

- We never had a chance.
• We've never done it.
• I knew you'd blow it.
• You don't understand.
• Not like that.
• Are you trying?
• Everyone knows that.
• It's not my fault.
• If only we could have...
• Do we have to?
• You can't expect miracles.
• How many times did I say...
• You're not ready yet.
• It's different.
• It's the same old thing.
• You had your chance.
• It's always the same.
• When will you listen?
• Not that way.
• What do you know about it?
• Don't even think about it.
• When will it end?
• Same old mistake again.
• Well, what did you expect?
• You'll never understand.
• I wish it was over.
• There's nothing to learn.
• I expected that.
• Why bother?
• It won't work.
• Not now.
• Are you here?
• You did the same thing yesterday.
• You can't catch up.
• It's too late now.
• It's just not worth it.
• Forget it.
• Why bother?
• Never gonna happen.
• They're better.
• Nobody will notice.
• It's not important.
• Don't even finish it.
• When will you learn?



<b>Michigan High School Sport Association</b>
<b>Coaches Clinic Events</b>
Baseball: January 2020 @ Soaring Eagle, Mt. Pleasant
Basketball: October 10 & 11, 2020 Oakland University Contact: Dennis Hopkins dhopkins@oaklandchristian.com
Bowling : October 2020 Site: Royal Scot Lanes, Lansing
MITCA: Cross Country: November 13-14, 2020 @ Comfort Inn, Mt. Pleasant
Competitive Cheer: October 2020 @ Crowne Plaza Lansing
Football: January 16-18, 2020 @ Lansing Center & Radisson Capitol Center. Dream Team Banquet January 18, 2019
Golf: May 8 & 9, 2019 @ Forest Dunes Golf Club in Roscommon.
Gymnastics : October 18, 2020
Men's Lacrosse: Hall of Fame Game May 4, 2020 @ Clarkston H.S. Time 7:30 p.m.
Skiing: October 11 2020 @ Clair, Mich. Droughty Hotel
Softball: January 24-25 2020 @ Causeway Bay, Lansing
Swimming: September 12-13, 2020 Site: McCauley Plaza Hotel
Tennis; January 24 & 25, 2020 Site: Hope College
Track & Field: January 30 to February 1, 2020 Site: Lansing, Crowne Plaza Lansing
Volleyball: February 28-29, 2020 @ Michigan State University
Wrestling: Nov. 7th & 8th, 2020 @ University of Michigan.
MIAAA: March 20-23, 2020 @ Traverse City, Camp-Mid/Leadership Academy is June 23 - 25 @ Mt. Pleasant
NHSACA Convention: July 18-23, 2020 Lincoln, Nebraska



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 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

### Loomis & LaPann, Inc.

INSURANCE SINCE 1852

Limits of Insurance:

• \$1,000,000 Each Occurrence • \$2,000,000 General Aggregate (per Member) • \$1,000,000 Products/Completed Operations • \$1,000,000 Personal & Advertising Injury • \$300,000 Damage to Rented Premises • \$50,000 Sexual Abuse/Molestation • Excluded Medical Payments

Coverages

•Educators Professional Liability •Participant Legal Liability for insured members •Liability assumed under insured written contract •Defense Cost outside limits

Exclusions

•The use of automobiles, buses, watercraft and aircraft. •Property of others in the care, custody, and control of the insured

(Optional) Participant Accident Coverage (for coaches with camps)

An Insured Person is covered for any sanctioned member coaches association activity. While participating in athletic and non-athletic activities organized, conducted, sponsored and supervised by a member coach, who is in good standing with the Michigan High School Coaches Association. Below is an overview of coverages and exclusions. For a complete description of the scope and limitations of coverage, please refer to the policy itself.

Limits of Insurance:

• Accidental Death & Dismemberment Principal Sum: \$5,000 • Accident Medical Maximum: \$25,000 • Accident Medical Type: Full Excess • Accident Medical Deductible: \$500 • Accident Medical Benefit Period: 52 weeks from the date of the Covered Accident

CARRIER Houston Casualty Company POLICY PERIOD August 1, 2016– August 1, 2017 Certificates of Insurance and Participant/Accident request forms are available on our website: [www.loomislapann.com](http://www.loomislapann.com)

INSURANCE ADMINISTRATOR [www.loomislapann.com](http://www.loomislapann.com) (P) 800-566- 6479 | (F) 518-792- 3426 Greg Joly [gjoly@loomislapann.com](mailto:gjoly@loomislapann.com), Lori George [lgeorge@loomislapann.com](mailto:lgeorge@loomislapann.com), Karen Boller [kboller@loomislapann.com](mailto:kboller@loomislapann.com) Disclaimer: This is an insurance overview for summary purposes only; for complete policy terms and conditions please refer to the NOCAD Master Policy.

# December Newsletter from the



December, 2019 Happy Holidays from The Schroeders!

It has been a tremendous fall and the winter promises to be beautiful as well.

I hope you all have plans to spend some outdoor time in the snow ...or the sun...or both ... wherever it is, I hope it is surrounded by friends and family.

The Christmas message has always been about a special child being born in tough conditions and the example he showed to his people about how to treat others.

The same rings true for us in the example we continually set for our athletes, so hopefully they can become a better version of us when they are adults. It is never too late to help your teams become involved with philanthropy.

"My idea of Christmas, whether old-fashioned or modern, is very simple: loving others. Come to think of it, why do we have to wait for Christmas to do that?"

— Bob Hope House Cleaning:  
1. Thanks to this giant team effort NHSACA continues to progress. We sincerely hope to reach more coaches in our country by offering additional resources.

2. The Sports Chairs should be getting their nominee information to evaluate and score. Executive Director Dougherty has sent the scoring rubric to each of them, and is sending

the applications as he gets them.

The actual applications from the nominees are due to the national office by December 20, 2019.

Remember that the deadline for returning the scored rubric of all nominees is January 3, 2020.

3 The Executive Committee had three great days of meetings in Lincoln, NE making plans for the upcoming national convention.

We spent a lot of time dissecting the schedule and we believe this convention will be a great experience.

There will be tours of the Nebraska High School Sports Hall of Fame, the University of Nebraska Memorial Stadium, and Hudl. Brian Knight, a leader on the topics of leadership, culture, and discipline will be the keynote speaker and Z-Winning Mindset a world class mental training team will be part of the sports sessions.

The "Coaches Night Out" will be at Barry's in the historic Haymarket District, with the added addition of a piano bar.

There will be a sponsored nightly hospitality room for the Board, State Directors, and Clinicians. Each board member will be given three complimentary coaching polos, one for each of the three days at the clinic.

Our board meetings will be working lunches, at no cost to the board.

All of that plus the opportunity to experience a convention with 2,000 plus coaches and access to over 70 vendors will be available for those board members who attend.

4 We were introduced to a new App for your smart phone called SportsYou. This can be an excellent resource for our summer convention, as well as for use within the NHSACA. It is a great way to manage what is going on within NHSACA, stay connected and stay on track.

We plan to use this app at the 2020 National Convention.

5 The Nebraska Convention Committee headed by Darin Boysen, has been extremely busy organizing a great convention for this summer.

It will be a very worthwhile clinic for all who are involved.

Remember that the convention will be July 20th through the 23rd, 2020.

All national conferences are, and should be different and unique, and Lincoln is no different... but the emphasis on education will be the consistent element.

6 If you haven't made reservations yet, at the Country Inn and Suites, do so soon.

This hotel is blocked for only NHSACA Board Members, Nebraska Coaches Association

board members, and Clinicians.

Executive Director Dougherty has sent the hotel registration information out and you should try to make those reservations online if possible.

In January the other hotels for finalists and other attendees will be opened, so keep your eyes open for those hotel rooms.

7 The Hall of Fame process has also begun. All information has been sent to the state Executive Directors and they are distributing the information to their nominees.

If you know of any nominees, you might give them a guiding hand in completing this important document.

As a point of clarification, the Hall of Fame preferred, reserved, and blocked hotel will be the Hyatt Place downtown Lincoln.

Those great rates will be opened in January. Please don't reserve your board rooms there at the Hyatt, as this is reserved for Hall of Fame.

The board hotel is Country Inn and Suites (see above).

8 Many thanks to the Executive Board for spending tireless hours working to make this organization stronger.

Rocky Ruhl, Justin Davie, Tim Wallstrum, Joe Cliffe, Darin Boysen, and of course Dave Dougherty need to be complimented for their behind the scenes work.

9 Remember to go online to visit the very important board documents.

Follow this path: [www.hscoaches.org](http://www.hscoaches.org) – then click on NHSACA Board Documents pull down – find Board Documents – the password is [hscoaches2015](http://www.hscoaches.org) (no caps).

The 2019 Convention Booklet is on there as well as our new updated By Laws.

Policies and Procedures updates will be posted there soon.

10 We are still looking for Sports Representatives for Baseball, Wrestling, and Tennis.

If you know of anybody that would fit the bill, let Dave Dougherty know.

We would really encourage our member states of Colorado, Mississippi, and Louisiana to get involved.

"Blessed is the season which engages the whole world in a conspiracy of love."

Ted Schroeder President  
NHSACA 1823 Walnut St.  
Rock Springs, WY 82901 307-389-7027 [trschroeder@me.com](mailto:trschroeder@me.com)

## Application online now for The Rich Tompkins Multi-Sport Athlete Award

The MHSCA Board of Directors recognized Rich Tompkins (1946-2015), former Executive Director, for his service to high school athletics by naming the multi-sport athlete award in his name.

Each school in the state can nominate one boy and one girl from their school for the MHSCA Rich Tompkins Multi-Sport Athlete Award.

The only requirement for the athlete is that they must have participated in a least 3 sports for all four years of high school.

Information will be sent out through the help of the MIAAA to all AD's in the state.

Nominations are due by April 15th and must be submitted by the school's principal or AD.

Each of the nominees are evaluated on the basis of their athletic achievements (both individual and team), scholarship, leadership and service. The committee utilizes a rubric to rate the candidates.

All of the nominees receive a high quality certificate from the MHSCA in honor of being their school's honoree.

Additionally, one boy and one girl from each of the four classes of schools (A, B, C, D) receive a plaque as the MHSCA State Multi-Sport Athlete of the Year.

For more information contact Mr. Larry Merx, MHSCA 2nd Vice President at: [larrymerx@gmail.com](mailto:larrymerx@gmail.com) or go to [MHSCA.org](http://MHSCA.org)





2020 National Convention  
Lincoln, Nebraska  
July 20-23, 2020

Click Pictures or logo for Information








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Cell: 734-223-8490

854 Marshall Street, Portland, MI 48875  
E-MAIL: [mhca1954@gmail.com](mailto:mhca1954@gmail.com)

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**Executive Committees**

**Rick Tompkins Multi-Sport Athlete Award**

Larry Merx

**Service Award**

Mike Jolly

**Member Associations**

MHBCA: Baseball

BCAM: Basketball

MHBCA: Bowling

CCAM: Competitive Cheer

MHBCA: Football

MIGCA: Golf

MHBCJA: Gymnastics

MHBLCA: Men's Lacrosse

MWLCA: Women's Lacrosse

MHBCA: Skating

MHBCA: Softball

MISCA: Swimming & Diving

MHSTCA: Tennis

MITCA: Track & Field & Cross Country

MIVCA: Volleyball

MWA: Wrestling

MICHIGAN HIGH SCHOOL COACHES ASSOCIATION

HALL OF FAME APPLICATION

**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, photographs (5 x 7) and have 2 letters of support forwarded to:

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

For more information contact: [mholdren@sportlink12.com](mailto:mholdren@sportlink12.com) or call: 517-526-4575

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



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Executive Committees

- Rioh Tompkins Multi-Sport Athlete Award  
Larry Merx
- Service Award  
Mike Jolly

Member Associations

- MH8BCA: Baseball
- BCAM: Basketball
- MH8IBCA: Bowling
- CCCAM: Competitive Cheer
- MH8FCA: Football
- MIGCA: Golf
- MH8GCJA: Gymnastics
- MH8LCA: Men's Lacrosse
- MWLCA: Women's Lacrosse
- MH88CA: Skating
- MH88CA: Softball
- MISCA: Swimming & Diving
- MH8TECA: Tennis
- MITCA: Track & Field & Cross Country
- MIVCA: Volleyball
- MWA: Wrestling

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.

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: [disathletics@aol.com](mailto:disathletics@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: [disathletics@aol.com](mailto:disathletics@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



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Cell: 734-223-8490

854 Marshall Street, Portland, MI 48875  
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MISCA: Swimming & Diving

MHSTeCA: Tennis

MITCA: Track & Field & Cross Country

MIVCA: Volleyball

MWA: Wrestling

NAME: \_\_\_\_\_

**COACHING SERVICE AWARD WORK SHEET**

School	Year	School	Sport	School	Year	School	Sport
(Example)	(Example)	(Example)	(Example)	(Example)	(Example)	(Example)	(Example)
1	1990-91	MCHS	FB, BBSK, BSB	4	1993-94	MACOMB CC	BBSK
2	1991-92	USAF	Active Duty	5	1994-95	TOLEDO ST. JOHN	BBSK
3	1992-93	MACOMB CC	BBSK	6	1995-96	MCHS	BBSK
	1980-81				2000-2001		
	1981-82				2001-2002		
	1982-83				2002-2003		
	1983-84				2003-2004		
	1984-85				2004-2005		
	1985-86				2005-2006		
	1986-87				2006-2007		
	1987-88				2007-2008		
	1988-89				2008-2009		
	1989-90				2009-2010		
	1990-91				2010-2011		
	1991-92				2011-2012		
	1992-93				2012-2013		
	1993-94				2013-2014		
	1994-95				2014-2015		
	1995-96				2015-2016		
	1996-97				2016-2017		
	1997-98				2017-2018		
	1998-99				2018-2019		
	1999-2000				2019-2020		

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

The MHSCA Distinguished Service Award:

MHSCA recognizes individuals and organizations who have provided extraordinary service to educational athletics, 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, or assistance distinction 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.).

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 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)

## MHSCA Sponsors



- MHSCA Hall of Fame Committee Meeting, February 11, 2020 @ MHSAA
- MHSCA Finance Committee meeting, March 8, 2020 @ Ramada Convention Center, Lansing
- Board of Directors Spring Board Meeting March 8, 2020 @ Ramada Convention Center, Lansing
- Board of Directors Fall Board Meeting & Hall of Fame Banquet September 15, 2020 @ CMU
- Board of Directors Winter Board Meeting & COTY Banquet November 8, 2020 @ Ramada Convention Center, Lansing

## Sponsorship Opportunities

### MHSCA BOARD OF DIRECTORS & EXECUTIVE COMMITTEES CALENDAR

#### Active Link on the NHSACA 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 staffer: \$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**  
517.526.4575

**Mailing Address:** 845 Marshall St.  
Portland, MI 48875

