

Taking the parental fear out of coaching and the things that make our program successful



Left to Right: Charlie Cornell, Head Coach Jeff Mumm, Tim Olson, David Jobe, Carter Rogalla

Prowler Coaching Experience

Charlie Cornell - Assistant Coach (Defensive Coordinator, Linebackers) - 40 Years

Jeff Mumm, Head Coach (Quarterbacks, Specialty Teams) - 23 Years

Tim Olson, Assistant Coach (Offensive Coordinator, Offensive Backs, Defensive Ends) - 31 Years

David Jobe, Assistant Coach (Offensive & Defensive Line Coach) - 14 Years

Carter Rogalla, Assistant Coach (Defensive Backs, Receivers) - 12 Years

by Jeff Mumm

Head Football Coach, Thief River Falls

I Graduated from the University of Wisconsin-Superior, with a Bachelor of Science degree in Physical Education and Health, and later obtained my Masters Degree from Mankato State University. Participated in both football and baseball in college and played for a wonderful man “Mertz” Mortorelli.

I am currently employed by the Thief River Falls School District as a Physical Education Teacher and our Strength Training Coordinator. I’ve been the Head Football Coach for 22 years.

I also serve as the Assistant Track Coach and

Girls Varsity Assistant Basketball Coach and am currently coaching my daughters 6th grade traveling basketball team!

North Country Conference Champions - We were an independent from 1972-2000.

2001, 2003, 2004 & 2006,

Section 8AAA Champions: 2005 & 2006

Section 8A Runner-ups: 1992, 1994, 1995 & 1996

Academic State Champions: 1994, 1995, 1996, & 2003

High School - Clayton Wisconsin

On behalf of the Prowler Football program I’d like to thank the Minnesota High School Football Coaches Association for requesting an article from me for the MHSFCA’s annual summer magazine. We feel that our program is one of the finest in the state of Minnesota and we are truly honored to

share what we do best.

Over the years I’ve been asked to speak at many football clinics and the topic I feel most comfortable discussing is “Taking The Parental Fear Out Of Coaching And The Things That Make Our Program Successful.” We’ve always prided ourselves in



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specialty teams and have made it a priority to run something unique and different on offense than who we play in our conference. We run the Straight “T”, Wing “T”, but it’s not your typical play selection and after running what we call the Shotgun “T” last year we will be adding the Spin this fall. When you watch us play for the first time we want you to leave thinking that we do an incredible job with our ball fakes and you had a hard time knowing who had the ball.

As football coaches we truly have the greatest jobs in the world! I feel like I need to give something back every single day to the kids, parents, school, community, and to the wonderful fraternity of football coaches. There’s no doubt that we (FB Coaches) do it better than anyone else and obviously have the strongest Association in the state of Minnesota. If we all give a little back we’ll continue to do what’s right for kids, set the tone for others to follow, and keep improving the great game of football.

I owe so much to so many people that if I started to list them I’d be sure to miss some. I need to thank so many coaches for their support, guidance, and taking the time to share ideas. As we become older football coaches we know it’s not always about winning and losing so remember to take the time and go out of

what we do offensively, defensively (Split 4), your way to make sure we’re letting the younger coaches know that they’re doing a great job. Football will be here long after we’re done, so let’s leave it a little better when we leave.

Coach Mumm

As the Head Football Coach here in Thief River Falls, I want to thank all the wonderful parents that I have had the opportunity to work with since 1985. You have helped mold our Football Program into one of the finest in the State of Minnesota and have given our program direction, meaning, and an identity.

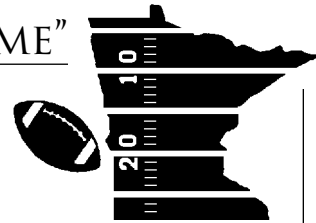
When I was offered the job in Thief River Falls, I had no idea that I was taking over a program that needed a lot of direction and more importantly an identity. It was my first full time teaching job and my first head coaching opportunity. I put a lot of faith in Larry Hoff’s (Former Superior Senior high Football Coach - Superior, Wisconsin) remark when he said, “take the job, heck, you’ve got nowhere to go but up.” He was right in that comment, but I didn’t know it and would take almost 5 years to get this program going in the right direction. It resulted in (many sleepless nights), many set backs, loss of self-confidence, long hard hours, and financing that our district couldn’t afford. I could tell you a hundred horror stories that we went through, but I don’t have enough room to print all of them. However, I always like to tell the story about when 140 varsity game jerseys showed up

in our Athletic Directors office and he had no idea who ordered them, but more importantly who was going to pay for them. Russ Smith, our former Athletic Director at the time and a wonderful man who is no longer with us, let me have it. I can tell you one thing, if you knew Russ, he didn’t beat around the bush when he had something to say. I just said, “Don’t worry, I’ll find the money to pay for them along with the travel bags that will be coming in shortly!” I found the money (not our school district’s money, but my own) and the rest is history. My philosophy was “Don’t Tell Me What I Can’t Do.”

Thief River Falls has had some outstanding football coaches and some very successful seasons in it’s history, but with a constant turnover in coaches and specialization in the late 70’s and into the mid 80’s, the program was losing numbers due to (specialization), continuity, and that ever important, identity. With a losing football program, our student athletes didn’t want to be a part of it and the ones who did play didn’t try and better themselves because they were expected to lose.

My first season in 1985 always brings back many great memories. Going 0-8 and scoring 9 total points the entire season were some of my highlights that first season. Sitting in the auditorium during homecoming and listening to how our student body reacted to our captains being introduced was another great memory.

“KEEPERS OF THE GAME”



The student body clapped, laughed, and made some pretty rude comments about our football program. The thing that hurt me the most was it didn't seem to bother any of our football players. It was expected that they lose and not do things with CLASS. Even though things looked pretty dim, we didn't quit and our staff went to work, "Don't Tell Me What I Can't Do." Not on formations, plays, or blocking schemes, (we could x's and o's with the best of them, but we needed players to execute them) but on how we were going to develop a sound football program. The commitment was there from our coaching staff. We knew that all we needed was a commitment from our administration, student athletes, community, and the loving parents. That's right, THE LOVING PARENTS.

I think all of you will agree that if the parents understand what you are doing, they'll support you 100%. If you don't have the support of the parents, they'll kill you and your program. You can't make all parents happy, but my goal was to make the majority of them happy. When the ones who didn't support us spoke up, they were shut down by the majority who did support us and believed in what we were doing. Sounds pretty simple doesn't it? You have all had to deal with a handful of parents who don't like anything you do, I think all of us as coaches have been down that road before. My answer to that is this: DON'T GIVE THEM THE

CHANCE!!

If you really want to stay in this profession, which I think is the greatest job and fraternity that any professional can be associated with, don't ever let the parents:

#1. Question your time and commitment to the overall development of your football program. I know coaching is "extracurricular" but if that's the way you approach it you won't be coaching very long! Your players deserve a full-time teacher (coach) just like they receive each and every day in the classroom. They don't want to play the game at half speed, they want to be well educated and knowledgeable of the game of football. Educate yourself and commit yourself to your program. It's not a part time job, it's a full time job. That's why football coaches (all coaches) are special. Besides being full time teachers, we are all full time coaches. Your coworkers should be amazed that you can operate a phenomenal classroom and football program. Don't forget about the classroom. This is where it all begins.

#2. Question your concern for their son's well being.

#3. Question your love and enthusiasm for your sport.

#4. Question your own desire for winning. Don't ever apologize for trying to win. Think about it this way: You have worked long and hard; you have sacrificed. Why should you let the other team win?

#5. Remind your players and parents that competition

is healthy. They'll be competing all their life, not just in football; in school, in the business world, and in nearly every other aspect of life.

#6. Don't let parents, or others, tell you that winning is not that important. Ones who try to convince you of that are those who can't win or be successful themselves. People like this don't want to win either.

*If you really love your sport, you'll be able to maintain your desire to succeed. Don't fake enthusiasm. Some coaches do for a short time, but they can't keep it up. The practices become too long and too hard. When that happens, your lack of love for your sport will force you to leave. In other words, the parents will force you to leave.

*Many coaches start out with a love for their sport, but soon lose their enthusiasm when they don't achieve immediate success. It's important to always maintain enthusiasm for your sport. Each victory brings renewed enthusiasm, which makes you work even harder.

#7. Surround yourself with quality people who love their jobs as football coaches. Everyone will pick up on each other's enthusiasm, it's very contagious.

#8. Let the parents know what you expect from their sons. Don't have a hidden agenda and stay consistent.

If you can stay away from this type of criticism, your coaching tenure will be



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long and prosperous. When we talk about Prowler Football, we truly believe that if you participate in our program you’ll have A LIFE-TIME OF MEMORIES. This message is printed on all of our t-shirts that our football players receive. Our t-shirts also have the “word for the year” that our Seniors choose.

The things that make our program successful

Instill pride

1. Show CLASS on and off the football field. Even though academics is the most important reason as to why kids attend high school, athletics remains the most visible. The way in which schools are viewed, (right or wrong) is based on how the public views us from the bleachers. Like Dr. David Hoch stated in his article in Coach & Athletic Director, “It is probably the tax payers only first hand observation of the school’s effectiveness.” YOUR EFFECTIVENESS AS A COACH.

2. No individuality. Our program is not any more important than any other activity at LHS.

3. Our school district does not purchase any of our uniforms. The kids fund raise for them. Why? It gives them a sense of ownership, plus our school district can’t afford what we want anyway. The term uniform says it all. Everyone is dressed the same; it DOES make a statement.

4. Hair is neat.

5. Burger Dinners at the Black Cat to do the following:

*We meet with the Juniors in the spring prior to their senior season to pick the word for the season, design their t-shirts, and set team rules. I also invite someone from the community to talk about the values of athletics in Thief River Falls.

*This is where the Juniors read their individual goals for the off-season to their peers. This is written up prior to the meeting and is given to one of their teammates after it is read. This person will be responsible for making sure they reach their goals.

*All the Seniors and I will gather one last time to say “good bye.” I can’t make it to all of their graduation parties so we do this instead. I also invite a former TRF graduate who has gone above and beyond to speak to the graduating Seniors. .

6. T-shirts given to every football player in our program in grades 9-12.

7. Setting team goals.

8. Our Seniors go on a weekend trip to spend time at the Mall of America and attend a Gopher game. We’ve done this for 22 years!

9. Our Seniors and coaching staff spend an afternoon playing paint ball.

10. Players who want to be Captains have to nominate themselves.

11. The Captains and I go out for dinner every Wednesday night during the season.

12. We have our adopt-a-

freshmen pizza night with the Seniors. They also attend a UND game together.

13. We take one Saturday afternoon at Pennington Main and pump gas, wash windows, cook brats, vacuum vehicles, etc.

14. Our varsity football players coach our 4th & 5th grade flag football league.

15. Nine summer leadership assignments that have to be completed by the Seniors.

16. A message to the Prowlers, how we show emotion and etiquette.

17. Every Friday in school we draw a name and the winner receives a football t-shirt.

18. We all dress the same on game days. Prowler Fleece Pull-over.

19. Prowler Trademark. After every home and away game our players clean, scrub, wash the floors, etc. the locker room. It’s become a trademark our ours!

20. Take the time to visit, serve desert, and spend quality time with the residents at Valley Home, Sky Light, etc.

Special awards at our banquet give everyone a chance

1. All Juniors letter.

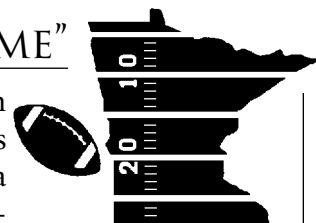
2. Summer Strength Training Award (t-shirt). 85% or better attendance.

3. We do not give out any Individual Awards.

4. Every Senior leaves our banquet with a miniature Prowler football helmet and a Prowler Card for their wallet.

5. All letter winners receive a

“KEEPERS OF THE GAME”



scrap book and highlight DVD.

Instill a work ethic

1. Weight room - No one does it better than we do.

2. Strength training - We make it a part of our practice schedule. In all grades.

3. Conditioning. No one conditions harder than we do! We do our 8 station plyometric, agility, speed, and power program before we go to the weight room. This takes approximately 30 minutes to complete.

4. Summer football practice.

5. Personal Trainers. Older athletes and alumni being Personal Trainers for our younger kids.

6. The “Ring Of The Bell” - We have a big bell hanging in our weight room and every time someone makes an increase we “Ring The Bell!”

7. We condition at 7:00 am every day during 2-a-days at the track.

Win the parents

1. Their son’s help decide on team rules.

2. Parents as coaches. Junior parents only.

3. Picture night. Our Seniors can have a family picture taken for free.

4. Players / Parents picnic after pictures.

5. Mandatory parent meeting for grades (9-12) and (6-8).

6. Mothers-only meeting.

7. Senior parents night. The parents are invited to our locker room for our pre-game talk and walk to game field with their son’s.

Note: Senior / Player / Coaches Dinner. The Senior players and parents will have a dinner the week of Senior Parents Night. At that time DJ Donlin reads the story about the Blue Ribbon Day and each player gives their parent a letter that they wrote.

9. Parent manual and calendars.

10. Preseason goals and objectives.

11. End of the year evaluations.

12. Parent film sessions every Wednesday night.

13. After game parties.

Develop the staff

1. Staff meetings. Every Sunday evening for all of our coaches in grades 6-12.

2. All coaches must attend at least one clinic per year.

3. Monthly newsletter updates.

4. Weekly drills and technique newsletter.

5. Video and book library. (To study in their free time)

6. A set day-to-day practice schedule.

7. A three-day camp for all 6th, 7th, and 8th graders that is run by the varsity coaching staff.

8. Annual fishing and trips.

9. All coaches are invited to our annual Gopher game and to our paint ball outing.

10. Game day responsibilities. Give them something to do.

Highlight tape

1. All letter winners receive a highlight tape.

Season scrapbook

1. Season memories are put in a great looking scrapbook.

Newsletter

1. I send out a football newsletter four times a year to every football player in grades 6-12, all football alumni, businesses who support education and athletics, and to all administrators and teachers.

Place mats

1. People in Thief River Falls will be able to read about the Senior football players, Prowler past, current schedules, team success, individual success, and play fun Prowler Football games while waiting for their meal at the restaurants in Thief River Falls.

Game day press release

1. People in Thief River Falls during work breaks, lunch, and dinner will be able to keep track of what’s going on within our football program. This Press Release is done weekly and is put in every coffee shop, business, and eating establishment in town. We also pass these out at our home games.

Accountability

1. At our Burger Dinner next years Seniors & Juniors stand up and read their off-season goals to their peers. These goals are exchanged to a teammate and it’s their responsibility to make sure they accomplish these goals.

2. All players are account-



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able for their strength training during the winter, spring,

and summer.

3. Truth Time. During the season our players will address their teammates and coaches twice by answering the following questions:

*Their name

*Positions

*Where do I fit in on the teams depth chart?

*Do I deserve to be in this position? Why?

*What do I do to make our team better?

4. Game by game individual grading.

Spread The Enthusiasm

1. We have a lot of great people, businesses, and organizations that need to be thanked after our season has ended. Without these people, our program wouldn't be regarded as one of the best around.

2. Honorary Coach Night: I pick a game where we honor someone very special. This year it was my mom!

3. Honorary Team Night: We bring back a team from the past and have them part of our locker room pre-game and they walk out to the game field with us. At half-time we introduce them then we get together at the Black Cat after the game for food, sharing memories, and a lot of laughs.

4. Tailgating Contest: Our TD Club along with Universal Screen Print award the winning

tailgaters with \$150.00 worth of Prowler merchandise. The judges will select a winner by judging in the following areas:

*Set up - Creativity

*Food selection and taste

5. I take the time to send money to the Buildings & Grounds, Department of

Transportation, our Secretary, and the Touchdown Club President. I also let them know how important they really are to me, and to our program.

6. Junior High Night: We invite all of junior high football players (grades 6-8) to be a part of our pre-game locker room talk, our walk to the game field, they stand on the 10 yard line behind our varsity players who are on the goal line for the National Anthem, and they form the introduction line.

7. During the season kids will line by the sidewalk that leads to game field with their hands held out hoping to touch the hand of one of the varsity players. When we walk out at half-time all the varsity players have either have a t-shirts, miniature footballs, and team pictures that they will give to one of these kids.

8. Send football brochure to everyone in grades 6-12.

Don't be afraid to put yourself on the line

1. The Good, The Bad Game Evaluations.

2. End of the year evaluations. This evaluation is done for grades 6-12. The last question I ask is should Coach Mumm continue to be the head football coach in Thief River Falls. Yes - No -

Why? It still makes me nervous when I receive our evaluations in the mail, but it's been a tremendous positive reflection and I'm still coaching after 22 years!

3. Teacher/Player Contract.

Develop traditions and create a lifetime of memories

1. Take care of your Seniors.

2. Bring Back The Past,

3. Prowler Football Past Book.

4. Honorary Coaches Night.

5. Prowler Football Greatest Games Board.

6. Straight T , Shot Gun T, Wing "T" misdirection football. Ball fakes!

7. "Lead, Follow, Or Get The Heck Out Of The Way"

8. Our final "good byes"

Other ideas and thoughts

1. Recognition Assembly...A Time To Inform & A Time To Recognize. We do this 4 times during the school year to recognize any student who have been

2. Keep track of what happens during your coaching tenure. The Good, The Bad, The Ugly, and The Most Memorable Moments. It'll never happen again!

3. Where are they know plaques. Every student athlete who is playing college athletes has a pictured plaque hanging in our Where Are They Know? case.

4. Write a book. My favorite memories!

5. The Last Day