

Ram Hoops Coaches Corner

Rockford Basketball Newsletter

Volume 1, Issue 1: September 2016



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Time to WAKE UP Ram Fans!

As we embark on the week of our first fall open gym opportunities, I heard the moans and groans of our prospective players about them being at 6 AM (instead of a typical evening). As I sat, semi entertained, and marveling at their anxiety, I found myself once again engulfed in one of my favorite articles. The article, which I've read many times, is all about what successful people do...specifically in the morning. Like it has before, this article hit close to home. My four week old son has been really challenging my normal sleeping patterns and forcing me to adapt and operate with less sleep than I am use to. I was tired this morning. And I knew if I was tired this morning...I along with our players surely would be tired tomorrow morning when we wake up by 5 AM. However, I am inspired by this article that pointed out 12 different "things" successful people do before breakfast. Of course, no single person probably does all 12, but the point was taken. Work out, read, plan the day, meditate or play with the kids...whatever it is...successful people do their most important deeds before breakfast. We have more energy and our drive is always higher in the morning. Our players are committing to 3 mornings per week for two months. At times, they think I am crazy...I can see it in their eyes. However, the changed look they have in those same eyes 1-2 hours later after they have GRINDED is immeasurable. Our journey here is only beginning and much of the terrain that lies ahead is undoubtedly uphill...but our kids will be working, they will fight, they are becoming successful people...and doing what successful people do and for that I am proud!

69 days until the first practice!

Happy Swishes,

Coach Clough

SEPTEMBER TIPS

WHAT **C.A.N.I.**

DO TO IMPROVE?

3 F's to becoming Mentally Tougher

1. FUN

I remember it's a game that is meant to be fun.

2. FAITH

I expect the next shot/play/moment to be great.

3. FEARLESS

I don't worry about winning or losing. I go for it.

C.A.N.I.
Constant and Never Ending Improvement

"Burn The Boats"

Introducing 2016-17 Rockford Basketball Motto

After a long demanding summer of basketball, Fall offers us valuable opportunities to reflect, rejuvenate and refocus on the short term and long term goals of our program. We use this time of year to establish our theme for the upcoming season. A lot goes into this process, it's so much more than searching for a catchy hash tag to attach to social media. Our theme is something we take a great deal of pride in establishing to make sure our players, parents, and families understand what we are working towards. It's something we use to define the hard work and sacrifices our players will make in order to take the next big steps necessary to reach our long term goals. This year our theme will be "Burn The Boats." Here is the story behind it....

In 1519 Spanish conquistador, Hernán Cortés, and his men were about to embark on a conquest of an empire that hoarded some of the world's greatest treasure. Gold, silver and precious Aztec jewels were just some of what this treasure had to offer anyone who succeeded in their quest to obtain it.

But, with only 600 men — none of whom had encumbered themselves with protective armor — conquering an empire so extensive in its territories could only be undertaken by a man with a death wish.

This daring undertaking was made even more insurmountable by the fact that for more than 600 years, con-

querors with far more resources at their disposal who attempted to colonize the Yucatan Peninsula, never succeeded. Hernán Cortés was well aware of this fact. And it was for this reason, that he took a different approach when he landed on the land of the Mayans.

Instead of charging through cities and forcing his men into immediate battle, Hernán Cortés stayed on the beach and awoke the souls of his men with melodious cadences — in the form of emblazoned speeches. However, it would only just be 3 words which Cortés' murmured, that would change the history of the New World. As they marched inland to face their enemies, Cortés ordered, "Burn the boats." Cortez insisted that the only way his men would return to their native land would be on the boats of their enemies or not at all.

This idea of being "ALL IN" is exactly what we want, expect and demand of our players here at Rockford. Our players will *believe, dream* and *chase* every day they are with us...in all aspects of their lives, not just basketball. We must all have an unwavering commitment to one another and the challenges that lie ahead. I am excited to share these thoughts and ideas with our kids. Looking forward to a great fall!

Happy Swishes,
Coach Clough



Entrepreneur Troy Tyler had this to say to Fast Company in the August 2000 issue about "burning boats":

"Strategy is all about commitment," says Tyler. "If what you're doing isn't irrevocable, then you don't have a strategy — because anyone can do it. That's why burning the boats is so important. I've always wanted to treat life like I was an invading army and there was no turning back."

If you want to take the island, then burn your boats. With absolute commitment come the insights that create real victory.

Tony Robbins

Ram High School Coaching Staff Takes Shape...



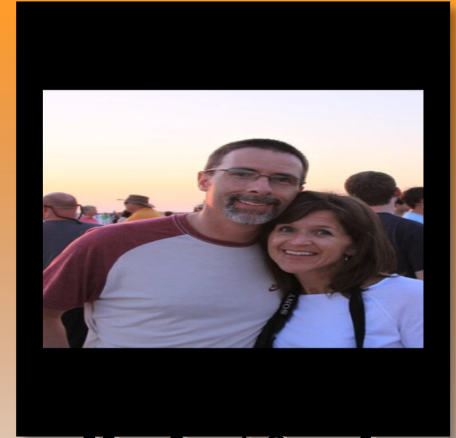
JV Head Coach

Brad Wilson



9th Head Coach

John Fattal



Var Asst Coach

Tracy Ouellette

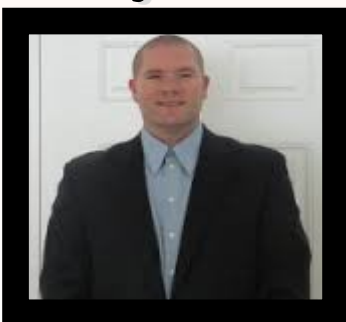
Coach Wilson graduated with his teaching degree from Central Michigan University, and earned his master's in Ed Leadership at Grand Valley State University. He lives in Rockford with his wife Andrea and his son Luke. Brad has 10 years teaching and coaching experience and is currently a health teacher at the Rockford Freshman Center. Over his 10 years of coaching, Most recently he was the varsity girls' basketball coach at Belding High School where he enjoyed plenty of success including capturing both a district and conference title. Brad considers Rockford a dream job, and plans to spend the rest of his career here.

Coach Fattal graduated from Corunna High School in 2013. John was a four year starter at Corunna on the basketball team and led his teams to a conference and district championship. Coach Fattal was the two time defensive player of the year for the Cavs and let the team in assists and steals as an upperclassman. Coach player under Rams head coach Kyle Clough while at Corunna. John has spent the last three years coaching under coach Clough at Seymour and now transitions up to Michigan to be a part of the Ram program. Coach Fattal is working as a paraprofessional at North Rockford Middle School and working towards his teaching degree.

Coach Ouellette is now the veteran of the Ram coaching staff. Coach begin his coaching career here at Rockford in 1992 when he led the middle school team. Coach Ouellette moved up the ranks to the freshman squad in 2002, and most recently led the junior varsity team from 2006 until last season. Coach Clough is excited to bring Coach Ouellette's experience up to the varsity level with the 2016-17 team. Coach and his wife Shannon (ERMS Administrator) are proud members of the Rockford community.

9th Assist Coach

Andy Gamm



Coach Gamm begins his 3rd season with the Rams. Coach assists with the freshman team and also spearheads our parent club, which raises money to support our program.

NOT PICTURED:

Special Assistant, Tom Carlson. Coach has been an intricate part of the program for years. He's assistant at the JV level, as well as help run the Ram youth program.

"BURN THE BOATS"



Ram Shooting Club

Remember, shooting club runs through October 31st, 2016. Logs must be turned into coach Clough in order to be recognized. Keep pushing!

High School Fall Open Gym

Prospective players in grades 10-12 have three opportunities per week to improve this fall. The gym is open from 6-7 AM on Mon, Wed and Thurs. Stop in and see coach Clough for details. Freshman have open gym on Tues and Thurs evenings from 5-7 PM with coach Fattal and coach Gamm at 9th Center. Four player workouts can be scheduled with Coach Clough.

NEW and IMPROVED Youth Program Soon!

Stay tuned for exciting news regarding our 2016-17 youth basketball program. This year we are adding a competitive travel opportunity for players in addition to the Community Ed program. Information regarding this program will be released soon!

**Know someone who wants to receive our monthly newsletter? Have them e-mail Coach Clough to subscribe. If you would like to be removed from our mailing list, please email "remove" to Coach Clough. Go Rams!*

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