

Note from the Executive Director

"MOVING TOWARD THE LIGHT"

In previous newsletters, we've jokingly alluded to dwarfs marching off to work and more seriously referred to eagles majestically soaring in the sky above. The common theme has been that there is much work to be done and great needs to be addressed. Those needs include supporting the spirit of the games and life itself. To date, work of theBMSproject.org has been limited to the secular realm. In 2023, it is our intention to introduce spirituality as part of our offerings.

As an organization, we would be remiss if we did not acknowledge and offer the same sort of early-step assistance to those who might seek spirituality as part of their life-psych/satisfaction solutions. Our work will not tout any one religion or try to convert nonbelievers. As one of our Executive Board members recently suggested, theBMSproject.org has a unique opportunity to give voice to those who do not know where to start... which questions to ask, where to ask... and, importantly, safe places to begin.

Continued on page 2



Bob Martin

The very reasons that we should not be doing this are also the exact same reasons that it has to be done. That paradox is worth repeating and dictates that — therefore, it shall be done!

Continued from page 1

In conversation, we observed that BMS' role with regard to mental health has been to strive to simplify something very complicated by providing early-step information and then suggesting possible next-step options for those seeking more in-depth information. We think the same approach may be merited with spirituality. In pursuit of that goal, we are forming a working committee representing several religious communities to put forth recommendations for how we might include early step spirituality resources in our menu of offerings — possibly, in conjunction with secular paths, but not necessarily.

theBMSproject.org



Here for our youth! SM

KEEPING COMPETITION SAFE & FUN

We recently made a shift to our mission statement by leading with the intention to “assist advocates to create positive competitive environments and experiences.” This modification sets the tone for our organizational priorities which serve as a complementary adjunct to the considerable behavioral health and crises education and resources that we will continue to provide. In conjunction with that subtle shift of emphasis, we've added the tag line, "Keeping Competition Fun and Safe!" to our guiding hands logo.

A refrain we hear constantly is, "...what happened?" What, too often, happens to the joy and exuberance that children had when they first started playing sports? What caused it to fade?

When the blindfold of youthful innocence is removed, our role as advocates is to strive to ensure that the joy of competition does not become diminished or inadvertently obscured. To safeguard that the darkness of the blindfold is not replaced by another kind of darkness... of the spirit. It is our responsibility to shepherd and guard the spirits of young athletes... to nudge, not force, young competitors toward safe, positive, learning experiences... that effort will serve as our guiding light!

The State of Our Union

As we enter the fourth quarter of our first full year of operation, we are pleased to report that efforts have been initiated to secure funding for theBMSproject.org and we are striving to solidify relationships with our early affiliate partners. In addition, publicity efforts are in the works to inform the community at-large who we are, what we do and how to find us. We are continuing to pursue a few carry-over objectives identified for 2022 including developing and implementing intern programs and social media activities, as well as beginning to curate a video library and retail store on our website.



An unexpected chance to raise our presence in the community was presented with the opportunity to create a behavioral health "Life-Psych Training Program" for Advocates to be presented at the Kansas City Urban Youth Academy. Part One of Course One begins this month. Continuation of the program will be contingent upon public interest... If there is sufficient interest, the program will continue well into 2023.

Continued on page 3

Continued from page 2

Looking ahead to our priorities for 2023, as suggested in the Executive Director's message above, one area of focus will be to introduce spirituality to theBMSproject.org's menu of services. Additionally, a program of continuing interest will our proprietary "R U/We Okay 2Day?" life satisfaction survey concept. A pilot test, kept intentionally small in scope, was conducted in 2022. With funding and staffing, further development and testing of this concept will be on tap for 2023.

Fourth Quarter Summary

Board of Directors

Carol Journagan will be leaving our Executive Board in November. She provided valuable contribution to theBMSproject.org's pre-start-up planning and early implementation. We wish to thank Carol for her assistance and anticipated continuing support.

We have set a goal to add a psychiatrist to our Board, as well as someone with financial experience and acumen. To that end, we have already secured the commitment of a psychiatrist to join our Executive Board subject to his nomination and Board approval at our Annual Executive Board Meeting in November.

Finances

Regarding finances, if our KC Urban Youth Academy Life-Psych Training Program garners enough public support through course sign-ups, that program portends to be a reoccurring source of future funding. We also have a tentative donation commitment from a Missouri-based mental care service provider. Several other donation resources will be approached during the fourth quarter and into 2023. We have also applied for several grants. At this time, theBMSproject.org's financial requirements are very modest, making funding less critical at our current level of operation.

Internship Program

We are excited to have our first intern aboard (an introductory article is provided below)—Carson Staponski. With her experience in marketing, she has been tasked with starting-up our social media platforms, as well as assisting with the early development of our video library. She will also work with our communications consultant, Laura Adler (A.& G. Marketing Group), to develop a publicity campaign that includes ongoing press announcements to be disseminated through our existing affiliate network, the Kansas City Urban Youth Academy, and to air public service announcements (PSAs) on movie screens and video display outlets throughout the Kansas City metropolitan area.

In 2023, we are hoping to create a second intern program that utilizes students to assist in the development and further testing of our proprietary "R U/We Okay 2Day?" survey system.

TIP: DON'T FORGET TO TALK TO YOURS, TOO.

Maintain relationships and family dynamics with an active daily schedule for your family structured around physical activity, mental stimulation through positive conversation, family time, and rest. Cast no stones!

The State of Our Union - continued



Publicity

As mentioned above, we have developed a PSA that is scheduled to be placed on-screen at movie theaters in the Kansas City market during the pre-seating period. National CineMedia (headquartered in Denver, CO) and Screenvision Media Network (headquartered in NY, NY) have offered to run our spot free of charge. AMC Theatres and B&B Theatres will be screening our 60-second spot on their movie screens for four weeks during the highly attended holiday period. Our video announcement is voiced by Rex Hudler, the television broadcast voice for the Kansas City Royals. BMS Advisory Board member Mike Fuchsman (Summit Media Founder), who has extensive experience with on-screen media, helped develop the spot.

Further raising awareness of theBMSproject.org, are banners currently being displayed at a handful of high-traffic youth sports venues in Kansas City and the City of Blue Springs Missouri is distributing our flyers to their various youth sports programs including soccer, baseball, softball, volleyball, swimming, football, as well as other programs.

Executive Board member Dr. Christopher Nickson is delivering presentations to in-school coaches in support of behavioral health programs conducted by the Nashville Coaching Coalition in Nashville, TN ("NCC"). Conversations are pending regarding how the NCC and theBMSproject.org may elect to work together in the future.



Meet Our Intern - Carson Staponski



Carson Staponski is a senior at The University of Central Missouri, graduating in December. Carson is majoring in Communications, with an emphasis in Relational Communication. Carson played collegiate softball for 2 and a half years at UCM. Softball has always been a big part of Carson's life. Carson grew up in Lee's Summit, Missouri and graduated from Lee's Summit West High School, lettering all 4 years in softball and academics. Carson is excited to join the BMS Project in order to be an advocate for young athletes going through the some of the same struggles Carson also once experienced.

Intellectual Properties

theBMSproject.org is now the dba of The BMS Project, Inc. TheBMSproject.org will be used as our public name. We were advised by an intellectual properties attorney to place ownership of all of our intellectual properties outside of The BMS Project, Inc. Accordingly, all of our intellectual properties are owned by BMS Holdings Group, LLC and are being licensed back for the use of theBMSproject.org at no cost.

Affiliate Spotlight:

CHALLENGERTM
SPORTS • TEAMWEAR

Challenger Sports is a multi-faceted international sports company who provide a wide variety of player development programs, coach education clinics, tournaments, tours, and uniform and equipment supply to hundreds of thousands of players, parents, and coaches across the globe.

Operating originally as 'British Soccer Camps,' Challenger Sports began running summer soccer camps in the US in 1985. Each year, the company grew and the founders of Challenger diversified and expanded their range of services and products in response to the increasing demands of the rapidly growing North American soccer population.

In 1997 the "Challenger" brand was created along with a vision of duplicating the highly successful soccer services and products model into multiple sports. Within two years, company owners Ron Matsch, Peter Arch, Alan Jones, Paul Lawrence, Derek Shoare and Andy Bennett had established a network of regional offices serving soccer communities in every US state and 7 Canadian provinces. Challenger also invested heavily in the United Kingdom and were the first US-based soccer company to set up a full-time recruitment and training operation in Britain.

In 2001, Challenger established a sister company, Challenger Teamwear, to manufacture and sell soccer uniforms and equipment directly to the thousands of youth clubs who made up the rapidly growing US youth soccer community. Challenger expanded this division quickly seeing triple digit growth within a few years and since have become direct distributors for internationally known brands such as Under Armour, Adidas and Inaria, among others.

Challenger Sport's combination of youth coaching, manufacturing, franchising, and technology development, clearly positions the company in a unique space in the global soccer world. As the company continues to grow both vertically through expanding their range of product and services, and horizontally with continued global growth through strategic partnerships, franchising and internal expansion, Challenger is now realizing their original vision of positively impacting "all children" in "all" sports, by currently expanding their expertise into multiple sports.

A Few Minor Tweaks Here and There



Videos and Social Media

We are producing a **one-minute PSA video** introducing theBMSproject.org and its mission. When finalized, the pot will be screened at movie theaters, streamed from our website, and posted on our YouTube channel.

We are also in the final stages of producing a **four-minute introduction video** briefly describing theBMSproject.org, its mission and describing how to use our website. This video will be streamed from our website, as well as uploaded to our YouTube channel.



We have concluded a pilot shoot of a **prototype interview format**. Our intern, Carson Staponski, interviewed Dr. Christopher Nickson on the topic of team bonding. If the format proves to be acceptable, it is anticipated that a series of videos will be produced regarding, and in support of, various behavioral health topic articles that currently reside on our site. It is further anticipated that the interview videos will be streamed from our site and hosted on our YouTube channel.

A series of **"teaser" videos** are being contemplated for use in conjunction with, and complementary to, our Top Ten Advocate Tips sheets.

The goal is to have a small, start-up library of proprietary videos to populate theBMSproject.org's video library, along with behavioral health-related videos secured from other sources.

Regarding our social media sites, Carson is developing a social media plan to be submitted for review and internal discussion. Platforms we anticipate utilizing will include Twitter, Facebook, Instagram, YouTube and Tik Tok.

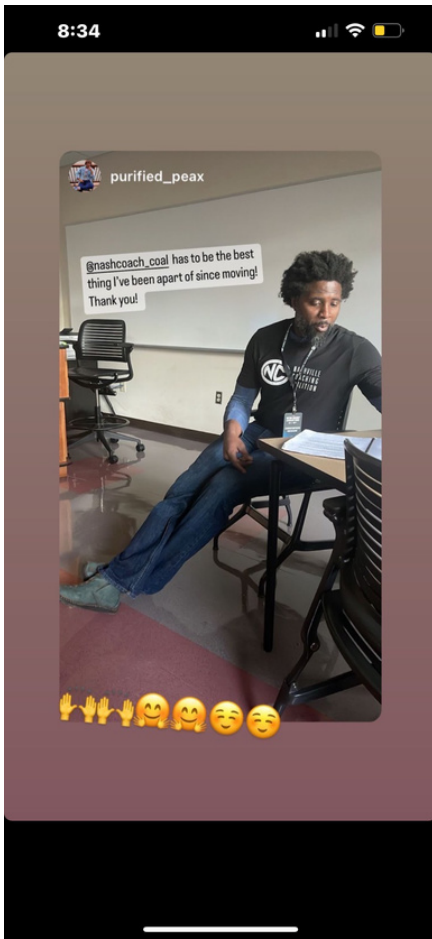


Kansas City MLB Urban Youth Academy

The Kansas City MLB Urban Youth Academy requested that we develop a pilot behavioral health program to be tested this fall. There are eight academies located around the country, supported by MLB.

theBMSproject.org is initially working with Kansas City and may expand the program to other locations/organizations in the future. We are envisioning as many as 15 classes to be developed to address three course areas: 1) The creation of positive competitive environment and experiences; 2) Mental/Behavioral Health; and 3) Mental Health Crisis response options.

Our first course is scheduled for October 24, 2022. The course will consist of six classes to be conducted as Part One and Part Two with three classes each. The first course will be focused on creating positive competitive environments and experiences and will be presented to parents and coaches. As previously mentioned, since it is a pilot program, public interest will dictate continuation of the program.



Impacting Youth Advocates: Working with Nashville Coaches Coalition (NCC)

By Dr. Christopher Nickson (pic of Chris)

If we are aiming to heal the lives of our youth, then we must maintain considerations for providing resources for their coaches. The coach has a major impact on the lives of our youth in and out of sports. When young athletes leave their homes and the classroom, coaches step into the gap of their support system as front-liners. In this position, they can either support or exacerbate preexisting conditions of conflict within a youth's life.

This is why I have participated as a facilitator of Nashville Coaching Coalition's (NCC) professional development group sessions. In leading small groups (depicted in photo) and contributing to large group session formats, I have gotten to see first-hand the mission of NCC in building transformational coaches. My goal as a facilitator has been to provide coaches the opportunity to perform introspective takes on themselves as coaches and people and to assist them in interpreting the support of their peers and cohorts. By building the awareness and skills of coaches in managing player's mental and emotional well-being, theBMSproject.org and NCC are collaborating in efforts to shift the atmosphere and culture of athletics to become what it should be; a safe haven for our youth to learn performance values within social dynamics that embrace integration, fun, and challenge.

"R U/We Okay 2Day" Survey - Pilot Test

We recently conducted a pilot test of the "R U/We Okay 2Day?" young athletes life satisfaction survey. WE LEARNED A LOT! Survey Monkey's online system was used in conjunction with manual tests. The pilot test was intentionally limited in scope in order to permit us to determine what worked, what didn't and how we might be able to improve the survey in the future. The jury is still out regarding the merit of the concept, but based on the first attempt, we will likely conduct future tests to further evaluate and develop the concept.

Great gratitude and appreciation is extended to Kevin Simbeck (President of the Blue Springs Girls Softball Association) and the parents, coaches and players who participated in the first test. Thanks, all!

**TIP: POLISH ALL THE APPLES...
AND THEY ALL SHINE**

Do not cater to your best players. Coach all of your kids up and make them believe in themselves. Team get-togethers can contribute to a healthy crop of happy shiny apples and smiling parents too.



Two Paths - Three Tiers of Service

In the course of internal discussions and a continuing clarification of how to best accomplish our mission, we have become increasingly aware that to have a meaningful impact, we should continue to think about how we can best serve one young athlete (and their family) at a time in a prompt, straight-forward fashion.

Path One is to let the community-at-large know who we are, what we do and how to reach us.

Path Two is to convert all of our Advocate Tools into an unbranded program and permit municipalities, other non-profits and school systems to rebrand them as their own.

Both paths permit us to contribute to the success of our mission... therefore, it shall be done.

In regard to "Tiers of Service," it has become increasingly apparent that there are at least three distinct groups of young athletes that we will likely serve in the future: 1) the young athlete under 12 years old, 2) the mid-teen, recreational athlete and 3) the elite, highly competitive and/or young adult athlete (18+ years of age).

We are actively discussing how our future involvement with the two paths and three tiers of activity might best be accomplished. We have already considered a plethora of options and will soon be converting talk into action... the ball is already starting to roll. Another standby.

Go Okie-Dokie! Running Event

Tentatively scheduled for July 4, 2023

2023 Organizational Priorities

Introducing Spirituality and further development of the "R U/We Okay 2Day?" survey concept (contingent upon funding and staffing).

#1 2023 Priority: Heating the coals and sticking more irons in the fire... FUNDRAISING!



Left to Right: BMS President Larry Lauvetz, Intern Carson Staponski, Executive Director Bob Martin

