

THE BMS PROJECTSM

Body • Mind • Spirit

NEWSLETTER:
2ND QUARTER 2022



Note from the Executive Director

"BOXES OF CHOCOLATES...
AND THAT'S ALL WE HAVE TO
SAY ABOUT THAT"

We have previously alluded to "In Spite of It All" and "Heigh-Ho" in recent newsletters as we declared that we're going to do this and that we're headed off to do the work. Now, we are obliged to address the sweet and sour of it all. Forrest nailed it when he said, "Life is like a box of chocolates, you never know what you're going to get." Unfortunately, there's more than sweet, delightful chocolate treats in life's box of surprises... and that's where we come in.

As far back as human history goes, our species has been dodging and weaving to make the best of whatever has revealed itself in those boxes. As far as I can tell, every generation is faced with new surprises and too often, repeating some bad ones. If it is a repeat, why are we surprised?

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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!*

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The simple answer is that each generation forgets the lessons of the past. Similarly, each new generation of parents and children has to relearn how to live their lives... on their terms... based on their own, unique circumstances.

And, there it is... and repeating, that is where we come in. The wizards behind the curtains aren't really so wizardly, but many of us have lived life and competition... the good, the bad and the ugly. We haven't experienced everything, but we have all tasted some sour and bitterness along the way. The BMS Project is a good faith effort to assist all advocates of youth sports and competition (parents, mentors, coaches, officials and school counselors) to assist our young charges to successfully navigate the trials and tribulations of life... and we are all invested in preparing our children to grow, prosper and live successful lives and have their own families.

We soon learn that we aren't going to win every game. Accordingly, the question becomes how we use participation in competition – along with experiencing both victories and losses – to strengthen the character and contribute to the self-esteem of our children in order to help them face and manage life's challenges. We strongly believe that the role of parents is paramount; but, as advocates, we all have a stake in the outcome.

I'd like to use this opportunity to invite you to embrace the prospect of contributing to raising a generation of confident youngsters – each with their own individual, unique gifts and abilities, that can contribute to creating a better future for them and for our communities. We have always acknowledged that there are many ways to raise a family and compete. Both the strong and the meek will necessarily play their respective roles and they all deserve their chance to step-up when called upon and give their best – we just never know what we're capable of until the situation presents itself. For Harry Potter fans, who could have imagined Neville Longbottom being thrust into and responding to the call to become a hero?

Let's take care of these kids... they're ours and they deserve our best efforts... and that's EXACTLY what we have to say about that!

The "Ask"

We have often alluded to seeking partnerships and affiliations with like-minded, nonprofit organizations, youth leagues, advocate groups and individuals – to accomplish our mission through those relationships. It is quite simple: We want them to help us make their members aware of our existence and availability to assist them with regard to mental health, suicide prevention and creating positive competitive environments and experiences for their youth. Namely, to tell their members who we are, what we do, what we offer... and most importantly, how to find us.

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This goal can be accomplished by distributing our Tips and Tools, promotional materials, making public announcements and having a presence on their website. If our pilot, “R U/We Okay 2Day?” survey system test goes well, it may also serve to familiarize communities with our existence and offerings.


We anticipate serving both minor children and young adult athletes and competitors. To reach minor children, we necessarily have to go through their parents. To reach the parents, we have to go through the youth leagues and organizations.

We will also employ other marketing strategies to reach an audience at-large, but our grassroots strategies require local community-level penetration and involvement. Therefore, that’s what we’re endeavoring to do.

THE BMS PROJECT. For Tips & Tools to create great youth competitive environments & experiences and to find practical, early-step mental services guidance, visit TheBMSProject.org
Body • Mind • Spirit

Advocates Toolbox: Tips & Tools

- Top 3 Tips Sheet**
Intended to create value for youth organizations and to assist advocates in their efforts to create positive practices, games and competitive events.
- Top 10 Tips Sheets**
Categories
 - Parents**
Youth Sports Parents
Team Mom/Dad
Social Media Use for Parents
 - Mentors & School Counselors**
Youth Mentoring
School Counseling
 - Coaches**
Coaching Youth Sports
Coaching Minority & Ethnic Groups
Coaching Female Athletes
Mental Health – Female Athletes
Sport – Softball
Sport – Baseball
Sport – Youth Soccer
Sport – Basketball
Sport – Football
Sport – Volleyball
Sport – Hockey
 - Officials**
Umpiring Youth Sports
- Pledge Sheets**
Categories
Consolidated Pledge Sheet
No Texting & Driving Pledge
Anti-Buying Pledge
For coaches and organizations to use to contribute to protecting the welfare of participating youth.
- Health**
Categories
Recommended First Aid Kit Contents
Treating Minor Injuries/Illnesses
Suicide Warning Signs
For coaches and organizations to use as they deem necessary and appropriate.
- Practice Music Catalog**
Categories
Standards (parents' era)
Contemporary (players' era)
Short excerpts from upbeat, steady tempo songs in different genres and eras.
Rock, Pop, Country & Ethnic (Hip Hop & Rap)
Eras: Golden Oldies (grandparents' era)
- Videos**
Categories
Based on Top 10 Tips Lists
Interviews with Professionals
Intended to be posted on YouTube to build brand recognition. Available to coaches & organizations.
Organization Video


In crisis? Dial 988 (available nationally July 16, 2022)
National Suicide Prevention Lifeline: 1-800-273-TALK 1-800-273-8255
Additional Mental Health Lifeline #s are available at TheBMSProject.org/mental-health-crisis
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Advisory Board Spotlight: Dana Bromberg



Dana has been working in marketing since 1991, when he founded CinemAd Media as a sophomore at Ohio State University. His company provided on-screen advertising opportunities to thousands of small businesses across 15 states and served as the catalyst for meeting Bob Martin. Dana sold his business in 2001 to a competitor, Cinema Screen Media. Since departing the industry in 2004, Dana became an investor and the CEO of the at-work marketing company PaydayPERX. His company provides awareness for many national brands like HR Block, T-Mobile, Disney inside corporate borders. He is currently the acting CEO of PDP whose revenues have grown to more than \$4 million annually. He is an active participant in the Big Brothers program, and has mentored his little brother, Tyshun Williams, for more than 23 years.

When Dana isn't at work, he can usually be found carrying his 11 year son Elijah's golf clubs at many local, regional and national golf tournaments.

Progress Report

Heigh-Ho, indeed!

We are officially a 501(c)(3) nonprofit organization. We did a “soft” launch of our website in early March and have recently added a few more enhancements, “bells and whistles.” As we’ve alluded to in the past, our site at www.thebmsproject.org will never actually be completed – and that’s a good thing – a very good thing. We continue to nurture the site to make it as helpful as possible – providing early-step mental health advice, contributing to suicide prevention and assisting advocates in creating positive competitive environments and experiences for young participants both in athletics, as well as other competitive endeavors.

We’ve already made multiple presentations to Major League Baseball, local youth team leagues, coaching organizations and other nonprofit entities vested in the same mission as The BMS Project and that have shared values.

In 2022, we will continue to build momentum, striving to let the world know that we are here and ready to support and serve our youth and their families – working with the mental health services community and advocates on both a grassroots and national level. We will begin shifting our focus to foster alliances and partnerships in order to raise awareness about our organization and to secure funding to better position ourselves to fulfill our mission.

Similarly, we will be shifting from the production of printed Tips and Tools to pilot video productions and a practice music library. In addition, we anticipate publishing a book and expanding our Advocates Toolbox to offer other materials to assist them in doing “their thing.”

We said that it shall be done... let’s now also say, it can be done better together!

Crossing t's and Dotting i's

Since our last communication, we’ve adopted our Bylaws, elected Board officers and completed most of the administrative work that every professional organization is obliged to do. We’ve planted our first expedition flags in Nashville and Kansas City and are mounting preliminary efforts in Minnesota. We won’t be stopping there by any means. We will be proactively soliciting additional Executive Board members with emphasis on recruiting a psychiatrist and a person with expertise in the area of finance. If you would like a copy of our Bylaws, please contact Laura Adler at a.g.marketing2@gmail.com.

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TIP: PROTECT & BUILD THEIR SELF-ESTEEM

At the end of every season, the ideal outcome would be that every young participant will feel as good - or better - about themselves than as before the season started.

Crossing t's and Dotting i's

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Shaping Up Our Advisory Materials, Advocate's Tool Box and Promotional Materials

- We are working toward creating template formats for our Tips & Tools, forms and advisory pieces.
- A Parental & Influencers Supportive Behavior Pledge Sheet has been added to our toolbox.
- A musical jingle has been produced to be used with video promotional materials.
- “Poo on My Shoe” children’s book is being published and will soon be ready for distribution.
- Artistic assistance has been secured to illustrate future children’s publications.
- Our site’s library will continue to be expanded and stocked with additional reference materials.
- Additional topics will be created and added to the “By Topic” material in the Services area of our website.
- Word and topic search functionality is being enabled on the website to assist users.

Go - OkieDokie! Update

We recently discovered that the Blue Springs Parks and Recreation local park trails are too small and have inadequate parking to host our planned Spring 2022, Go-OkieDokie! walk/run fundraising event. We are now proactively approaching the Blue Springs City government and police department in order to be able to stage the event on local city streets.



TIP: APPLE TREES AND FALLEN APPLES

The cliché is that apples don't fall far from the tree. True. But a fallen apple has embarked on its own journey... our children are like us, but they aren't us. Share, enjoy, nurture, guide and love. Try not to live too much through your children - their games belong to them.

2022 Organizational Priorities

- Contact has been initiated and presentations have been made to three youth sports' leagues in Blue Springs, MO - baseball, softball and soccer. We anticipate presenting to football, basketball and volleyball in the fall, as well as making introductions to other local, adjoining communities.
- We will be exploring securing grant money from Major League Baseball (MLB).



- We have made a presentation to the Urban Youth Academy - a youth sports encouragement program supported by the Kansas City Royals. Our affiliation with the Urban Youth Academy will be contingent upon the approval by the Director of Behavioral Sciences employed by the Kansas City Royals.



- We are in the process of exploring an affiliated relationship with the Nashville Coaching Coalition (NCC).
- Suicide Awareness Voices of Education (SAVE) in Minnesota has been contacted regarding exploring an affiliation with The BMS Project. SAVE is a nonprofit committed to preventing suicide.



MOSES

- We are securing a Missouri State tax ID number and applying for sales tax exemption.
- We are revising our start-up budget.
- 2022 will be the first year of The BMS Project's Phase Two: Operation... continuing to lay out and build our foundation. Prior to proceeding to Phase Three: Growth, we hope to employ staff and start an internship program.
- Publish "Poo On My Shoe" and introduce the cartoon character, Moses, the wise, magical, Missouri Mule.



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