



A Not-So-Secret Secret to Achieving Happiness

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As we ring in 2024 and our 3rd year of operation at the Project, we are led to contemplate where we should go from here; and to also take pause and reflect on what has transpired over our first two years of existence. Even before that, to express gratitude for the blessings bestowed upon us over the past year and this holiday season. I often observe that keeping gratitude higher than expectations is the secret to happiness. Even in the light of personal tragedies and horrifying world events we can still find much to be grateful for.



With all of the troubles in our world today, we are indeed fortunate and can be grateful for that which is good in our lives. I have been struck over the last two years regarding the various personal crises and storms suffered, then weathered by our supporting members. It illustrates that we are all susceptible and vulnerable to unfortunate tidings... making it even more important to appreciate when good fortune resides with us.

We have accomplished so much over 2022 and 2023 coming out of the Covid era. You may recall me saying back then that the same reasons that we shouldn't be doing this are the same reasons that it must be done. That expression is probably even more applicable today than back then — amazingly so given the grim impact of the Covid epidemic.

Taking a brief look back:

We started out with the objective to serve as a concierge-style resource provider whose primary focus was to contribute to suicide prevention by providing early-stage, educational/informational/advisory tools. That role still survives today and has also incorporated a similar approach needed to address a broader array of ills associated with sports and today's society in general.

We originally tasked ourselves the goal of finding a one-word description for what we had set out to do... eventually, we discovered that two key words were actually warranted: Athletes' "safety" and "well-being." That broader scope of involvement encompasses mental health, as well as a number of other matters, such as sexual misconduct, bullying/hazing, violence threats, substance abuse and child abuse.

Looking ahead, we've created, and hope to introduce a 2024 Play Safe 2Day program to complement our Community Outreach program. We added Spirituality as a complement to our secular offerings in 2023; and in 2024 we plan to add resources for physical concern, i.e., concussions, common sports injuries, etc. In so doing, we will be offering resources to contribute to safety and well-being of athletes of all ages in the areas of Body, Mind and Spirit.

We have decided to emphasize two very important resources in our menu of offerings -- promoting awareness of "988," the Suicide & Crisis Lifeline, and how to find and vet therapists and counselors.

This newsletter will address a number of past and future initiatives, including two 2024 initiatives that may prove to be critical to our long-range success: 1) Securing local funding and 2) some degree of market acceptance/adoption of our 2024 Play Safe 2Day program.

In any case, that's all just stuff done and to do... much more importantly, let's all strive to keep our gratitude higher than our expectations and please accept our sincerest wishes for you and yours to experience and enjoy good fortune and tidings in 2024.

Bob

Outreach and Education

Top Gun Power 50 Showcase Event:

On November 18, 2023 theBMSproject.org participated in the Top Gun Power 50 Showcase held at Missouri Western University located in St. Joseph Missouri. **Dr. Ali Scruggs (EdD, MEd, CMPC), a Certified Mental Performance Consultant and Reagen "Reggie" Kanagawa, The BMS Project's Student Ambassador,** presented "High School & Beyond: Managing Stressors as a Student-Athlete" to conference attendees which were comprised of the top 50 high school sophomore and junior softball players from throughout the Kansas City regional area, including many athletes from Nebraska.

Dr. Scruggs and Reggie discussed their personal challenges, as well as how great perseverance is required to manage adversity and other stressful challenges that student athletes confront. The presentation was well received. TheBMSproject.org will look for more opportunities to present this topic to student athletes and advocates.

[Read the press release.](#)



Pictured (Left to right):
Larry Lauvetz, Bob Martin, Dr. Ali Scruggs, David Kelsey, Reggie Kanagawa



Dr. Ali Scruggs (left) presents to participating athletes.



Reggie Kanagawa (left) presents to the group of participants

K.C. Royals All Sports Expo:

On December 2, 2023, theBMSproject.org was invited to present at the K.C.

Royals All Sports Expo held at the Royals home park, Kauffman Stadium. Representing The BMS Project were two seasoned presenters from The Center for Clinical Training (TCCT) located in Nashville, TN.

Dr. Cris Cannon (D.Min, LPC/MHSP, CCMHC, ACS) made a compelling presentation to attendees about “At Risk Warning Signs” and “High Level Stress and Burnout.” **Emily Hawkins (LPC/MHSP), President of The Center for Clinical Training (TCCT)** presented “The Effects of Social Media” and “Perfectionism.”



Pictured (Left to Right):
Reggie Kanagawa, Emily Hawkins,
Larry Lauvetz, Dr. Cris Cannon, Bob
Martin, David Kelsey



The BMS Project's logo displayed
on billboard at the Kansas City
Royals' Kauffman Stadium

Play Safe 2Day Program Development

This unique program was specifically designed to deliver our safety and well-being messaging directly to the attention of athletes, as well as coaches and parents. The program utilizes three touchpoints: early-, mid- and post-season. The early-season touchpoint utilizes a handout sheet with Top 3 Tips for Athletes and contacts/hotline phone numbers in case of emergency/abuse/misconduct. The mid- and post-season touches utilize an Athletes Well-being Survey — now referred to as the Play Safe 2Day Survey.

PART ONE - "Early-Season" Team Meeting Two-sided Handout:

The early season touchpoint consists of a single, double-sided handout to be distributed at pre or early season team meetings by team managers. Alternatively, when opportunities avail themselves, the handout may be handed-out at group presentations made by The BMS Project, or others.

The front of the Early Season Handout has three discussion points to be utilized at the team meetings: 1) encouraging athletes, coaches and parents to seek help when needed; 2) the importance of supporting the athlete's self-esteem; and 3) the importance of demonstrating good sportsmanship.

The top of the early season handout has a QR code linking The BMS Project's suggestions for "How to find and vet a therapist/counselor." The bottom of the sheet provides suggestions regarding how to access crisis lifelines such as "988" in event of feelings of self-harm and contact numbers for who to call for incidents of sexual misconduct, bullying/hazing/violence threats and incidents of child abuse.

The back of the Early Season Handout has an optional team pledge to be signed by coaches, parents and athletes while together, regarding team rules of conduct for the upcoming season.

PART TWO - "Mid- and Post-Season Play Safe 2Day Survey"

The Play Safe 2Day survey was formerly referred to and pilot tested as the Okay 2Day Survey. The survey program is initiated when the team manager hands out a sheet mid- and post-season that bears a QR code that links to survey that can be taken on a mobile device. The survey, taken by the team athletes, solicits input about their emotional well-being and attitude. There are approximately 10 multiple-choice questions.

The handout and the survey bear all of The BMS Project's standard safety and well-being messaging.

The survey only takes a few minutes to conduct and is completely anonymous. Team feedback is aggregated and reported back to the team manager and organization head.

In previous pilot tests, participation was 90-100% which is attributable to the coach overseeing the survey administration onsite.

SUMMARY

The Play Safe 2Day program endeavors to 1) put information directly into the hands of athletes, parents and coaches regarding how and where to get

assistance when needed, and 2) deliver important safeguards for the conduct of positive, safe competitive experiences for all participants.

Organizational Support



Kevin Simbeck

One of the earliest supporters of The BMS Project has been Kevin Simbeck, a Blue Springs, MO resident. At the time of our founding, Kevin was a long-serving President of the Blue Springs Girls Softball League. The league was the first participant in our Community Outreach program. Kevin was instrumental in The BMS Project's Royals Sports' Development expansion of support for local baseball and softball activities.

Those efforts contributed to our subsequent association with the Royals — which has been beneficial to our growth.

Having played amateur baseball as a youngster, Kevin has maintained a great appreciation and enjoyment of diamond sports. His daughter played college softball and Kevin has coached multiple youth sports teams over the years. Kevin's professional career has been as a successful entrepreneur. He founded and owns a marketing/sales company, Metro Media Group.

Kevin wholeheartedly believes in the mission of The BMS Project and recently offered to solicit donations on a commission-only basis. Given his enthusiastic

Affiliates



Triple Crown Sports ("TCS")

"Triple Crown Sports & The BMS Project Announce 2024 Athlete Safety & Well-being Collaboration"

BMS currently utilizes two programs to deliver its messaging to sports advocates nationwide: The BMS Community Outreach Program and our new, 2024 Play Safe 2Day initiative. TCS will participate in the BMS Community Outreach Program which involves placing the BMS Project's logo on TCS' baseball, softball, volleyball, and basketball

websites and on the TCS all sports website. By clicking on the logo, visitors will be transported to BMS' "By Sport Resource Directories" hosted on theBMSproject.org. BMS' By-Sport Resource Directories list and provide links to curated positive athlete safety and well-being resources available for each sport.

Based in Fort Collins, CO., Triple Crown Sports has been producing youth, high school and college events for more than 40 years. TCS runs both the preseason and postseason WNIT basketball events and produces the men's and women's DI Cancun Challenge tournaments in November. Anchored by the 1,100-team Colorado 4th of July event, TCS fastpitch tournaments draw the nation's finest club programs, and hundreds of college coaches attend TCS events for recruiting purposes. TCS produces one of the largest youth baseball events in the world with the 650-team Omaha SlumpBuster during the College World Series. The Triple Crown Volleyball NIT has become the top-recruited club volleyball event in the country each February when 575 teams compete in Kansas City, MO.

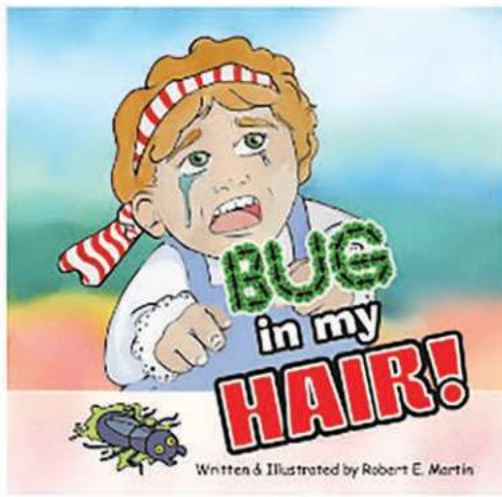
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Updates are pending for:

Perfect Game

Blue Cross Blue Shield

A direct and compelling headline



Bug in My Hair!

The second in a three-book children's series is at the publisher. The first self-published book, "Poo on My Shoe!" carried a message to children to tell someone that they trusted about their problems — especially, their parents.

"Bug in My Hair!" carries a message that problems aren't always as big as they initially appear. In the

story, a young girl has a bug in her hair and panics trying to get out... frightened and alarmed. In the end, she discovers that it is a friendly ladybug. The moral of the story is to not overreact to a problem to avoid doing something that might later be regretted.

The third book in the series, set to be published in 2024, will be "Cha-Cha-Cha... CHANGES!" It will be a story about a tadpole that turns into a frog, then continues to become a very special, magic yard gnome called, Cedric. The moral of that story will be that as a developing child, there will be stages of growing up, but whoever the child ends-up as is okay... that accepting oneself is part of growing up and becoming an adult.

