

THE BMS PROJECTSM

Body • Mind • Spirit

NEWSLETTER:
1ST QUARTER 2022



Note from the Executive Director

"HEIGH-HO"

We have recently, jokingly, compared our Board members' preparatory efforts to officially start operating The BMS Project during the first quarter of 2022 to Snow White's seven dwarves marching off to work. With our five Directors and pro bono contractors, Laura Adler and David Kelsey—who have also been doing a lot of the heavy lifting, we've been off to work and seeing progress.

I hope that you and your families enjoyed a happy and joyous holiday season. The dark Covid clouds keep swirling; but, as I stated in our last newsletter, while our spirits may occasionally be bowed, they shall not be broken.

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

Over the holidays, I took some leisure time to read, "My Football Life and the Rest of the Story." The book is about the life and career of Coach Bill Snyder—a legendary college football coach who took Kansas State University's Wildcats from being universally acclaimed worst D1 college program in history to become a national powerhouse. Now, you are probably wondering, what the heck do the seven dwarfs, The BMS Project and Coach Bill Snyder have in common? And, why am I including all of this poppycock in the President's message? Please read on...

Many said the task for Coach Snyder was impossible! Yet, somehow, he did it. K-State is located in Manhattan, KS, a wonderful, salt of the earth community, but hardly a must-visit tourist destination. How did Coach Snyder lead that program from dismal mediocrity—abject failure—to the top of the mountain? Early on, with meager beginnings, he learned the value of hard, hard, hard work... paying attention to details... the value of loyalty and commitment to a mission... the value of family... belonging... goal-setting... and, in his words, NEVER, NEVER giving-up.

He rolled-up his sleeves and, with the help of a lot of people he truly appreciated, he and his extended family of players, parents, community and a strong dose of faith went to work... every day, every night... with unrelenting passion and devotion.

It is with that same passion that we pursue our mission... the time has arrived for The BMS Project.... off to work we go! Best wishes for good health and prosperity for you and your family in 2022.

State of the Union



We know who we are and we know that WE are needed... badly. Young athletes and their families find many life-affirming rewards through their participation in sports and other competitive activities. Commitment to balanced behavioral health is an important aspect to the development and growth of our youth and the enjoyment they derive from involvement in competitive activities.

Coach Snyder believes that games are won long before kick-offs. He believes that good, solid foundations have to first be built by laying one brick at a time. Steady, constant improvement through disciplined effort yields long-term, sustainable success.

Continued from page 2



LEAGUES, INSTITUTIONS, ORGANIZATIONS AND ADVOCATES SUPPORT PROGRAMS

Who We Are

The BMS Project, Incorporated is a non-profit organization committed to providing first-step behavioral health guidance and support to youth engaged in competitive activities. We highly support and endorse competitive sports and activities for youth. We further advocate a leading role for parents in the accomplishment of our mission — to increase behavioral health awareness and contribute to suicide prevention for youth engaged in competitive activities.

The BMS Project works closely with youth organizations and advocates to provide healthy lifestyle assistance resources and first-step behavioral health advisory/guidance services to its young competitors and their families. Resources provided to the organizations and advocates may include educational and informative public domain and proprietary materials and programs to utilize when developing, implementing, and maintaining a positive, healthy competitive environment conducive to the well-being of their participants.

Services

FIRST-STEP BEHAVIORAL HEALTH SERVICES GUIDANCE (a provider directory)

PARENTAL & YOUNG ADULT SELF-HELP MATERIALS (proprietary & public domain resources)

ADVOCATES' MATERIALS & PROGRAMS

- "Top Ten Tips" sheets, presentations & videos customized for parents, coaches, mentors & officials
- Pledge Sheets (commitments to avoid texting & driving and substance abuse; anti-bullying, and social media etiquette)
- Physical Well-Being Guide (first aid kit & common minor sports injuries/ailments)
- Practice Music Library (programmed for different genres & eras)
- The BMS Project "R U/We Okay 2day" survey system (first-alert system for parents)
- Children's book series & life enjoyment music/arts (created for varied stages of youth)

FINANCIAL ASSISTANCE (Direct financial assistance—contingent on funding of The BMS Project)



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The state of our union is as follows:

We are working hard to build a website that reflects the essence of our mission. We have produced tools to assist youth sports' advocates to contribute to positive competitive environments. Our website and other presentation materials will permit us to affiliate with and support youth sports, special interest clubs and organizations, and institutions by likewise helping them to create positive competitive environments and by further providing first-step behavioral health support to young athletes and their families as needed.

Our prep work, the foundation laid—still under construction—will permit us to solicit future financial support.

WE ARE advocates of competitive activities and youth sports: Coaches, mentors, officials and, most importantly, parents. The state of our union is a state of hope and promise... now, the work begins. Heigh-ho!

Advisory Board Spotlight: Nancy Hubacher



Since 2000, Nancy has served as Vice President of Sales and Marketing and recently transitioned to Vice President Corporate Partnership for the Washington Football Team. She holds primary account responsibility of the Team's marquis partnerships (including Anheuser-Busch, Bank of America, NBC Sports Washington, Gatorade and Microsoft, to name a few) with additional responsibilities, including working the Sponsorship Team to ensure maximization of partnership investment, encouraging networking across the enterprise, enhancing overall partner experience and most importantly ensuring retention. Prior to joining the Team, Nancy held several positions with AMC Theaters' wholly owned subsidiary, National Cinema Network (now National CineMedia), her last role as Executive Vice President of Sales and Corporate Relations. Nancy started her career at ABC-O&O WRQX-FM in Washington, DC. She earned a Bachelor's degree in Communication from The University of Maryland and is a proud mom of two; Brandon (28) and Bailey (24) and multi-poo Bella.

Administrative Updates

The BMS Project's Officers

During the January 14, 2022 Board Meeting, elections were held with the following result:

President: Larry Lauvetz

Treasurer: Carol Journagan

Executive Director: Bob Martin



A Minor Tweak Here, A Minor Tweak There

Since our last communication, we modified our already meaningful "Guiding Hands" logo to say, "Here for our youth!" In addition, we have introduced "First-Step Mental Health Services" as a descriptor for the guidance and services we provide to our stakeholders.

What's In Our Tool Box

- First-Step Behavioral Health Services Guidance (mental health services provider directory)
- Parent & Young Adult Self-Help Materials (proprietary and public domain resources)
- Advocates' Materials & Programs
 - Suicide Warning Signs
 - "Top Ten Tips" series—presentations and videos customized for parents, coaches, mentors and officials*
 - Pledge sheets (commitments to avoid texting & driving, substance abuse avoidance, anti-bullying and social media etiquette)
 - Physical Well-Being Guide (first aid kit and common minor sports injuries/ailments)
 - Practice Music Library (2022 – programmed for various genres and eras)
 - The BMS Project's "R U/We Okay 2day" survey system (first-alert system for parents)
 - Children's book series & life enjoyment music/arts (created for various stages of youth)
- Financial Assistance (direct financial assistance—contingent on future funding of The BMS Project)

*Top 10 Tips"

Our Top Ten Tips series is a proprietary program designed to assist youth sports advocates (parents, organizations, coaches, mentors and officials) to create and maintain positive competitive environments for young people engaged in competitive activities. Our library consists of tips lists that have been customized for various sports, genders and competitive levels. Throughout the newsletter, you will find sample tips. If you would like to submit a Top Ten Tips sheet on a relevant subject, please submit it to Bob@TheBMSProject.org.

TIP: THE GOLDEN RULE OF YOUTH SPORTS

Never say anything out loud about another person's child that you would not want said about your child. Words can be unintentionally hurtful and damaging — unintended ears are often about and they are always listening.

Administrative Updates... Continued

Coronavirus and Go - OkieDokie!

With the Omicron variant racing through our society like a Kansas prairie grass fire, we are apprehensively and warily contemplating the advisement of conducting the planned 2022 Go - OkieDokie! fundraising walk and run event. At this time, we still anticipate hosting our inaugural event in late spring of 2022.



2022 Organizational Priorities

- While we harbor long-term ambitions to operate with a national presence, a more practical, utilitarian approach is to first take what we have and make it work. Our initial efforts will be to establish meaningful operations and presence in two regions, Kansas City, Missouri and Nashville, Tennessee.
- We anticipate making first entrees into youth recreational sports organizations in the above named markets. Initially, we will attempt to align with popular girls' and boys' youth team sports. Undoubtedly, we will also eventually approach competitive travel teams and non-athletic, youth competitive groups.
- Our "Tool Box" materials continue to develop as noted in the article above.
- Regarding fundraising, we will offer branded merchandise in conjunction with soliciting donations. As we approach local recreational sports leagues, we will simultaneously begin our social media marketing efforts and start to introduce ourselves to potential donors.

Continued on page 6

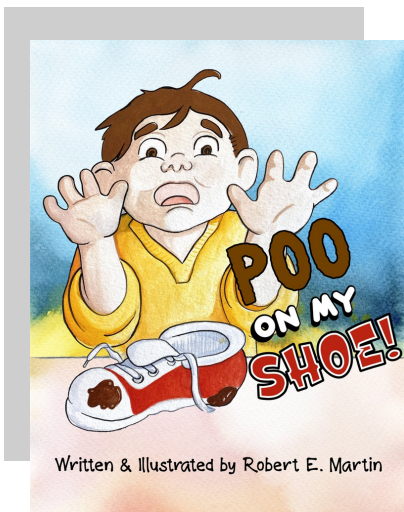
TIP: IT'S ONLY A GAME!

Yes, but most of us really enjoy games... especially young people. Boring repetition is, well, BORING! Games teach important life lessons, while simultaneously conditioning youngsters to use setbacks and springboards to future success. Imaginatively replace boring practice activities with supercalifragilisticexpialidocious practices. Introduce lots of small, creative, competitive games that incorporate skill performance development along with the pressure of competing in fun games.

Organizational Priorities... Continued

Continued from page 5

- Applied for 501(c)(3) IRS designation.
- Apply for sales tax exemption.
- We have prepared a subsistence budget that should enable us to operate for perpetuity while also beginning to identify more substantive funding sources.
- 2022 will be the first year of what we have described as our Phase Two: Operation... continuing to lay out and build our foundation. Prior to proceeding to Phase Three: Growth, we hope to employ staffing and start an internship program.



- Publish "Poo On My Shoe" and introduce the cartoon character, Moses, the wise, magical, Missouri Mule.

In any case, our commitment to a steady, utilitarian, pragmatic approach will characterize our activities. We believe that we can fulfill our mission and make valuable contributions to young competitors' and their families' life experiences on either a small, limited scale basis or an expanded, larger, national stage.

One brick at a time, one youngster at a time... contributing to the realization of fulfilling, well-lived, adult lives.

TIP: WE LIKE TO BOOGIE TOO - TURN IT UP!

Repetition can be boring, but it teaches muscle memory, too.
A conudrum? NAH! Conduct repetitive drills with background music with a steady, fast-paced beat to create quickened execution pace and rhythm.



If you or a loved one is in crisis, please contact
the National Suicide Prevention Lifeline

1-800-273-TALK 1-800-273-8255