



NEWSLETTER: 4th QUARTER 2021

## Note from the Executive Director

### "IN SPITE OF IT ALL"

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In this inaugural newsletter, we first wish to thank each of you for your participation in our effort to assist young competitors and their families, as we all strive to cope with the stresses of world events that continue to impact our daily lives. We are incredibly excited to have the opportunity to provide families and individuals involved in competitive endeavors with the tools and resources necessary to contribute to their overall good health and well-being. By providing early detection and ways to avoid mental and emotional health concerns, we will meaningfully contribute to families' affirming joy and personal growth from their participation in youth sports and competitive activities in a positive, well-balanced, healthy manner.

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**Bob Martin**

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

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The BMS Project's purpose is to contribute to families' general satisfaction with life and to allow children and young adults to be able to challenge themselves in competitive – and fun – games and trials; while humbly conceding that natural barriers imposed by personal, absolute limits is to be human and acceptable. Personal, human shortcomings and frailties can contribute to disappointment, for certain; but they should never be allowed to be perceived as shameful or disgraceful.

Through competition, we are all able to test personal limits and expand boundaries – the success and failures stemming from failed attempts have the potential to guide us in discovering who we are, what we're good at, contribute to developing social skills, and provide the self-confidence and assurances necessary to succeed in the face of life's inevitable setbacks. Optimism and gratitude fuel the human spirit and allow us all to derive happiness and satisfaction from life. Disappointments can provide benchmarks from which young competitors can move forward, learn, build, and grow – re-channeling minor, short-term, negative consequences into positive, healthy, future outcomes – that's the ticket to a healthy, well-balanced lifestyle.

In spite of it all, through both failures and victories, we SHALL believe, persevere and prosper... with the grace, optimism and gratitude that provide young competitors with the essential guide posts necessary to successfully navigate their individual life journeys.

## **From the Executive Board to the Drawing Board... and Beyond**

In anticipation of an early second quarter, 2022 launch, three committees have recently been formed consisting of different Executive Board members. The various committees have been tasked with creating a menu of substantive, practical and useful benefits deemed to be imperative to the accomplishment of The BMS Project's mission -- programs specifically designed to assist, serve and support young competitors.

More information will soon be forthcoming regarding the Executive Committees' activities and progress, but a brief, cursory description is that the committees will be focused on three of the four primary areas of The BMS Project's anticipated, future involvement: Providing stakeholders 1) referrals to mental professional health service providers and materials, 2) self-help materials and advice, 3) coaching and mentoring tools, advice and materials associated with assisting young people to thrive and flourish in positive, competitive environments, while equipping and assisting them to cope with the emotional stresses associated with being engaged in competitive activities. The fourth, long-term goal of The BMS Project will be to provide financial assistance to financially distressed families and young adult competitors seeking mental health counseling, care and related services. Future announcements will be forthcoming.

# Board, Staff & Affiliations

**Executive Board** - The BMS Project founding board members, our Executive Board, are currently proactively overseeing the creation and launch of The BMS Project.



Bob Martin  
President, CEO  
The BMS  
Holdings Group



Carol Journagan  
Philanthropist



Chris Nickson, Ph.D  
Founder, Life Skills  
Sports Academy



Francis A. Martin, Ph.D  
Director, The Center  
for Clinical Training



Larry Lauvetz  
President, Mental  
Health Resources &  
Co-Founder  
Willowbrook, Inc.

**Staff** - The Executive Board is being assisted and supported by a small, volunteer staff comprised of David Kelsey, DK Creative Arts and the Creative Director of BMS Holdings Group, along with Laura Adler, A&G Marketing Group, our agency of record, located in Annandale, Virginia.

**Advisory Board** - Our Advisory Board consists of a group of concerned community leaders, business professionals and philanthropists located from coast to coast. Each newsletter will endeavor to provide biographical introductions to individual Advisory Board members.

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## Advisory Board Spotlight: Brad Epstein

Brad Epstein is the owner and publisher of Michaelson Entertainment. His company is the leading children's book publisher for Major League baseball and the NFL. The company has been publishing children's sports-licensed children's books for nearly twenty years.

Brad is the author of more than one hundred children's books for the company, including the best-selling '101 my first team-board-book,' 'ABC my first alphabet book' and 'good night' series for Major League Baseball and the NFL. His books have sold over a million copies worldwide, entertaining and educating countless young fans.

Brad is a graduate of the University of Pennsylvania and UCLA. He lives in Southern California with his wife, Michel and two children, Alexandra and Michael. He is an avid collector of antique tin wind-up toys, and enjoys traveling the world looking for toy treasures.

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**Affiliates** – To fulfill its mission, The BMS Project is working with some very special external organizations and outside, supportive people:

Kevin Simbeck, President of the **Blue Springs Fastpitch Softball Association** in the city of Blue Springs and Brad McCleary, President and Founder of **Bodies Race Company** located in Greenwood. Both organizations are located in Missouri. Kevin has successfully advocated with the Board of Directors of the Blue Springs Fastpitch Association to beta test The BMS Project's innovative "R U Okay 2Day" survey system in 2022 with both a 10U and 14U girls' fastpitch team.



Bodies Race Company produces 5k, 10k and 1/2 marathon running events. They have volunteered to assist The BMS Project in conducting our first fundraising event in the spring of 2022 – a walking and running event to be called, Go-OkieDokie! Brad McCleary is a former high school state champion quarterback, as well as a college football running back. Brad and his wife Jennifer started Bodies Gym which they sold to start Bodies Race Company. They have successfully conducted local walking and running events for nearly a decade, as well as other running events throughout the Midwest.

## Administrative Updates

**Website (TheBMSProject.org)** - With the assistance of David Kelsey (design & development) and Laura Adler (content), we have been simultaneously working on a number of initiatives including rebuilding The BMS Project website and moving it from its temporary location on the BMS Holding Group, LLC site. The Project's website will continue to develop as content is warranted.

**501(c)(3) Applications and Future Fundraising Efforts** - Our highest, initial priority will be to source sustainable revenue providers. A prerequisite step required to initiate The BMS Project's fundraising efforts will be to acquire IRS 501(c)(3) designation. The BMS Project currently (temporarily) exists as a dba of BMS Holdings Group LLC a Missouri Limited Liability Corporation.

Ideally, we wish to secure 501(c)(3) designation prior to actually soliciting funds to support our mission. That does not preclude us from proactively planning and initiating preparatory steps in anticipation of eventually securing 501(c)(3) assignment. The three sources of revenue available to nonprofits are: 1) Donations, 2) Grants and 3) Self-Funding. Grant requests are highly competitive and take a long time to file (with defined, limited windows of opportunity to apply). Donations can be quicker; but again, there are a million and a half non-profits in the U.S., all seeking financial support. The third option – self-funding – can be equally daunting. That said, we will proactively pursue all three avenues of funding starting in 2022.

In regards to self-funding, our Go-OkieDokie! event series will launch in the spring of 2022, as well as the creation of a proprietary children's book series to be provided in exchange for donations. As a third option, one of our Executive Board Members, Larry Lauvetz, has successfully staged fundraising golf tournaments in the past. It is our hope that our self-funding initiatives can provide a substantial portion (30%-40%) of our anticipated future overhead and planned initiatives.

# Legal Liability

We have solicited and received legal advice suggesting that the legal exposure associated with our efforts appear to be relatively minimal. That said, anyone can sue anyone for anything. Additionally, anyone working with us will be sensitive and apprehensive regarding their legal liability exposure in conjunction with their possible association with our organization. Finally, since much of our activity is anticipated to involve minors, we will need to be particularly vigilant regarding privacy and/or authorization as it relates to being involved with minors.

Accordingly, a number of protective measures are being evaluated.

A Liability Waiver Statement has been drafted and will be reviewed by legal advisors in anticipation of its signed utilization in conjunction with our organization providing products and/or services to parents/legal guardians in representation of their minor children and/or with individual young adult competitors accepting The BMS Project products and/or services.

We have also initiated conversation with an insurance agent/advisor regarding securing liability insurance for The BMS Project. Our resident mental health industry Executive Board members are advising us regarding their industry's insurers too.

It is our anticipation that we will eventually secure liability insurance coverage and be able to provide proof of insurance certificates to third-party affiliates, as required.

## Logo Designs



We have designed three different logos to be used in conjunction with Project activities:

- 1) What we refer to as the "Consolidated" logo,
- 2) The "BMS" logo with the text, "Body, Mind & Spirit"
- 3) The "Hands" logo with "Here for You" copy.

Laura Adler will maintain control and authorization over the current and future use of the Project's various marks.

# Business Cards

**Carol Journagan**  
FOUNDING BOARD MEMBER

CORPORATE HEADQUARTERS  
605 SW US Highway 40 #202  
Blue Springs, MO 64014

816.210.6723  
CarolJournagan@gmail.com  
www.TheBMSProject.org



Front



Back

Our business card design has been concluded. A small quantity of cards have been printed for Executive Board Members who are already actively involved in public Project business activities. Digital versions have been provided to Executive Board members for them to have printed as needed. Business cards will not be printed for Advisory Board members, however, electronic versions will be made available upon request and as needed. Please direct inquiries and requests to Laura Adler's attention.

## Organization Directory

First draft, preliminary Organization Directory was previously created and distributed. A second draft has been distributed along with this newsletter adding new people in various capacities. If there are any edits/corrections/revisions required, please bring those to Laura's attention by emailing [a.g.marketing2@gmail.com](mailto:a.g.marketing2@gmail.com). We will complete a distribute a 2022 Directory in January. Presumably, it will be updated on an annual basis thereafter, or as otherwise deemed appropriate and necessary.

## Miscellaneous Administration

We have opened a separate banking account at Bank of America, south branch location, in Blue Springs, Missouri and we will be issuing a limited number of credit cards for the Project, as a dba of BMS Holdings Group LLC. BMS Holdings Group's Federal I.D. will be utilized until which time 501(c)3 status is secured. At that juncture, the Project will be spun out, completely independent of BMS Holdings Group.

In regards to mailing, we are utilizing two addresses currently, one at 3853 Whitman Road, Annandale, VA 22003 and the second at 605 SW US Highway 40 #202, Blue Springs, MO 64014 (a p.o. box at a UPS store).

Regarding letterhead, envelopes, labels, etc., we will develop the associated approved designs and make the files available electronically on an as needed basis. A small quantity of label designs will also be printed and also distributed electronically on an as needed basis.

# Partnerships & Outreach

## **Blue Springs Softball Association -**

The softball association board has approved participation in a limited pilot test of the Project's, "R U Okay 2Day Survey" system in spring of 2022. The pilot test will permit the softball organization to solicit parental feedback regarding their experience with the league and at the same time, survey their children's general life satisfaction and enjoyment of participating in softball. Further pilot tests are being contemplated with youth team sports – soccer, football, volleyball and basketball.

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**City of Blue Springs** - Conversations have been initiated in regards to extending the test of the survey system to the Blue Springs Youth Soccer Association (run by the city). Also, conversation has been conducted regarding pre-planning the spring 2022 Go-OkieDokie! walking/running event.

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**Avila University** - We have initiated conversation with Avila University (a small NAIA institution located in Kansas City, Missouri) regarding partnering to co-develop pilot programs to test various initiatives to be utilized in conjunction with the Project's future involvement with young adult athletes and competitors 18-23 years of age. An introductory meeting was held on September 21.



# Partnerships & Outreach - Continued



## **Children's Publication through Michaelson Entertainment -**

Although our defined demographic is young people ages 10-23, we have drafted and illustrated a children's book for those 4-6 years old entitled "Poo on My Shoe... what am I to do?" It symbolizes a small child having a problem that they don't know how to handle and after several tries at solving the problem on their own, realize they need to ask for help – ultimately, bringing the problem to their parent's attention.

A second series of short stories/books is being contemplated for children ages 7-9 with a leading character of Moses, the Missouri Mule and Jenny too. Moses is invisible – like Harvey in the Jimmy Stewart classic movie, "Harvey." Harvey was a large invisible rabbit that only Stewart's alcoholic character could see and talk to. In the planned series, Moses will be able to be seen and talk to children with different problems, i.e., bullying, body image, loss of loved ones, etc.

In both cases, the concepts are being developed and will be presented for the appraisal and advice of Michealson Entertainment whose publisher owner is an Advisory Board Member and has published children's books involving sports teams for a number of years. Contingent upon the advice received, the aforementioned publications will be considered for publication and possibly contribute to fundraising efforts on a grass roots level.

**Opinion Editorials** - The Project's founder, Bob Martin, has written an article, "Keys to Coaching - Importance of Building Self-Esteem in Youth" that speaks to the fact that participation in sports is most often associated with testing limits – even when it is done primarily for social purposes. The article emphasizes that adult athletes have the option to back off when absolute limits are approached and/or exceeded – and, further, that minor aged athletes are sometimes denied that opportunity by overzealous parents, coaches and/or peer pressure. Accordingly, the article advises that those overseeing should remain vigilant, sensitive and proactively empathetic to ensure that youngsters are realizing positive contribution/gains from their participation in competition.

The BMS Project will always emphasize, stress and support the dominant role of parents in determining what is best for their child's well-being. The dynamics of participation in youth sports and other competitive activities at all ages are dynamic and highly complex.

The overriding theme of The BMS Project's vision and mission is that competition can be a positive, enjoyable aspect of growing-up and assist in defining who we are – with the caveat, that it contributes to the well-being of participants, not be destructive and/or otherwise harmful to participants.

This is our message and will be integrated throughout all of the Project's activities – whether it be publications, advice and/or financial assistance. Taking a cue from the U.S. Army slogan, "Be All You Can Be" and Nike's, "Just Do It!," we highly endorse and support young people participating in healthy competition that contributes to discovering and becoming all that you can be – contributing to the positive development of their Body, Mind and Spirit.