



Note from the Executive Director

"AN EAGLE'S PERSPECTIVE"

The spectacle of an eagle soaring majestically in the sky above our heads inspires us with the nobility of the imagery, but the savagery that occurs below belies that romanticized vision. We are reminded daily of a darker, starker reality — mass shootings, suicides, wars — the list goes on and on and we and our children are largely land bound.

The eagle nevertheless dauntlessly returns to its nest to feed its chicks... tending to the practical reality that it must protect, nurture and care for its offspring, so that they, too, may someday meet, endure and overcome the perils and challenges that lie ahead.

Our young are born innocent and oblivious to what lies ahead, but they immediately and instinctively hunger for nurturing with a will to survive. Life needs to be more than about just surviving. Hopefully, with God's will, a lot more.

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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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We have embarked on a journey to assist and contribute to our society's attempts to counter the innumerable pressures of modern living... our youth were born to fight to survive. They are born largely fearless, because we are here to provide and to nurture their innate instinct to prevail. Then, life begins to happen. The strongest will assume the lead, others will follow and yet others will tragically fall from the nest. Even the role of leadership is heatedly contested... sometimes played out in life, or death confrontations.

All of that is beyond us, dictated by nature. Like the eagle, our task is to survive and contribute to the survival of the next generation and so on... to prevail over life's obstacles. While life is often brutal and tragic, the struggle to survive is truly noble and inspiring. That's where we choose to dwell — to prosper and grow in spite of nature's efforts to often dictate otherwise.

We cannot cure all of the ills of the world, but we can strive to contribute in a meaningful fashion and that's our message to all of those associated with the mission of theBMSproject.org. We must remain vigilant and assume the eagle's perspective. To deny life's realities would be naive. The journey ahead is often daunting, but we are up to the task. Our predecessors bravely and relentlessly paved the way for us and it isn't all doom and gloom. Let's insist on smelling the roses and having lots of laughs along the way. To borrow from the well-worn cliché... let's enjoy the journey.

Together... here for our youth! That is our battle cry forward.

The State of Our Union



In January 2022, we formally came to be as a 501(c)(3) non-profit corporation. Since then, we've engaged in transforming our organization into a loosely knit community — an ever-expanding community, too. We have diligently reached out, touched and joined with other communities by inviting them to join us in our efforts to promote mental health awareness, to contribute to suicide prevention and to assist youth sports advocates to create positive competitive environments and experiences.

Youth sports provide an effective portal, an avenue if you will, permitting us to merge with and become part of and influence a larger society made-up of communities — churches, schools, cities, youth organizations, siblings, neighbors, friends, adults and senior citizens, different cultures and races alike. Communities provide the essential building blocks that coalesce and that are necessary to form, define and contribute to the well-being of a society — starting with sharing the common bond and purpose to survive and prosper together.

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The State of Our Union

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We have been blessed to already become associated with multiple supporters of youth sports. Including an emerging alliance and affiliation with Challenger Sports (the largest provider of youth soccer camps in North America) and the Royals Youth Urban Sports League (with eight academies located throughout the nation).



We are also actively exploring future affiliations with other like-minded, youth involved, non-profits such as the Nashville Coaching Coalition, the YMCA, Top Gun Events (one of the nation's leading providers of softball recruiting tournaments), AMC Theatres... and so on.



Further, we are continuing the process of converting theBMSproject.org's various life-psych programs into a non-branded program to potentially to be licensed to permit municipalities, public school systems and other non-profit organizations to assist us in achieving our goals without giving an appearance of endorsement or biased favoritism that might contribute to conflicts of interest and/or assuming legal liability risks. In other words, we are adapting our growth strategies in order to move forward within the existing constraints of other organizations' and individual's policies and requirements.

Since the need is so enormous, the potential for growth is unlimited. Like the eagle, survival requires nourishment. Boundless energy and goodwill have powered and forged our efforts to date. The life blood of endeavors such as ours requires inspiration, dedication — and funding. We have no shortage of inspiration and dedication, that leaves funding.

As a growing community, we have already applied for multiple grants and have identified various fundraising avenues to pursue. Accordingly, the tempo of the fundraising drumbeat will continue to grow as we begin to increasingly focus on what will likely be a three month to three year effort to identify and secure lasting, stable sources of financial funding for theBMSproject.org.

You can donate now by going to theBMSproject.org. Lend your hand and become one with our Guiding Hands mission. Reach out with us to touch and guide our youth, their families and our communities. We've had very modest financial goals and requirements for our early phase efforts. Our success at securing long-term funding will dictate the pace, scope and scale of our future, long-term growth success. Whether small and limited, or large and unlimited, our culture and values will remain the same... to reach out and touch one hand at a time.

**TIP: TO ASSUME MAKES... WELL, YOU KNOW
THE REST OF THAT SAYING**

The best coaches do it their way, but they also understand that it is not the only way. They are always open to adopt different methods to become better coaches.

Advisory Board Spotlight: Robb Behymer



Robb grew up in northwest Missouri. He has worked in the construction industry for the last 32 years as a project manager and estimator. He started Top Gun Events 10 years ago and now hosts 25 tournaments in eight states.

Robb's family was involved in in all aspects of sports. His father coached many different sports for more than 40 years before his retirement. At his funeral, hundreds of his former athletes showed up to pay their respect for Robb's dad. This sparked a thought that he had not done anything to make a difference in the lives of the youth of today. Robb is not gifted as a coach, but he decided to pursue a path to make a difference, by hosting a softball tournament in honor of his father.

"Ten years ago, I had the vision of the Top Gun Invitational. With the help of some of the most experienced tournament gurus, we hosted the Top Gun Invite" —Robb Behymer

Education was important to his family growing up, so Robb decided to add scholarship awards to the tournament. This past year, they handed out their 36th \$1,000 educational scholarship. When the Top Gun Invite began, there were 83 teams from 11 states — in 2022, they hosted 220 teams from 32 states. "Anyone can have a tournament but not everyone can host an Event. They treat each team with the same importance as the next. Customer service is paramount and expected at all Top Gun Events." – Robb Behymer.

Robb has been married to his best friend Susan for 27 years and they have two daughters, Kayleigh and Ally. Robb and Susan enjoy traveling to Florida and taking care of their three English Bulldogs.

Robb is a charter member of the Board of Advisors for the BMS Project.

A Few Minor Tweaks Here and There



We have applied for a dba and anticipate adopting "theBMSproject.org" as our public name going forward (pending formally securing the dba assignment). When combined with our Guiding Hands logo, it will succinctly and simply state who we are, what we do and how to find us in one straightforward graphic representation. We will also seek legal advice regarding securing and protecting our intellectual properties. The detail of building a foundation can seem trivial in the early stages, but can become very important in the long-term.

We've finalized and approved two logos: One that we call the "BMS Logo," which includes the "body, mind, spirit" language; and one that we currently refer to as our "Banner logo" which combines our previous "Guiding Hands" logo and the new dba, "theBMSproject.org." The Banner logo says who we are, what we do and how to find us in one simple graphic representation. We will be using theBMSproject.org for our public face and, of course, the formal/legal name of our non-profit will remain the same, The BMS Project, Inc.



Videos and Social Media

We had set a second quarter goal to start addressing the creation of a video library to add to our Advocates' Tool Box and to also be used in conjunction with our marketing efforts. The first three projects are 1) creation of a Public Service Announcement ("PSA"), 2) a video presenting our Top Three Advocates Tips and 3) a short, video describing theBMSproject.org and our mission.

Mike Fuchsman, founder and lead designer at Summit Media Design — and an experienced website developer — has overseen the design and production of the first two videos referenced above. Rex Hudler, the radio broadcaster of the Kansas City Royals, kindly contributed the voiceover for the PSA spot. We hope to be able to screen the PSA on movie theatre screens during the period prior to the start of the movie.

The graphic design theme of the early, completed videos will be adopted and carried through to provide a bed upon which we plan to superimpose content depicting many of the Top Ten Tips' print pieces that we have already created. Our library will be hosted on a TBPI YouTube channel.

Regarding our social media sites, they are currently dormant. Our plan is to "awaken" them this fall with the assistance of what we anticipate will be an Intern Program conducted in conjunction with local universities.

KC Royals' Urban Youth Academy

The KC Royals' Urban Youth Sports Academy has requested that we develop a first pilot test of a behavioral health program to be tested this fall. There are eight academies located around the country, supported by MLB. We will initially be working with Kansas City and may expand the program to other locations/organizations in the future. We are currently envisioning as many as 15 classes to be developed to address three course areas: 1) The creation of positive competitive environments and experiences, 2) Mental/Behavioral Health and 3) Mental Health Crisis response options. We are very excited about the future prospect of this program which is initially being referred to as the BMS Life-Psych program.



Nashville Coaching Coalition (NCC)

We recently appeared as a trade show vendor at the Nashville Coaching Coalition's convention in Nashville, TN. Executive Board members Doctors Francis Martin and Chris Nickson attended the convention representing theBMSproject.org, while manning our booth.

The NCC has very similar goals, values and objectives as theBMSproject.org and, pre-Covid, they've had as many as 500 coaches attend their convention. We plan to sit down with their Founder, Scott Hearon and Executive Director, Jeff McGinnis later this year and plan a future course working in partnership to promote mental health in youth sports. NCC has been around for more than seven years. We are honored and proud to be invited to attend their convention and look forward to a mutually beneficial future collaboration.

Bob Martin, theBMSproject.org's Founder and Executive Director, recently wrote and illustrated a newly published book titled, "Poo On My Shoe." The book is currently being used as a promotional piece but may be used in the future to sell and generate funding for our organization.

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"Poo" was written for children under five years old. The story's theme encourages children and parents to talk about problems and not hide them. theBMSproject.org's #1 Advocate Tip is to talk about feelings.

A second book, "Cha, Cha, Cha, Changes" is in development and involves a frog who morphs into a yard gnome. The theme of this story is that young children experience changes and that whatever they end up being, they want, and need, to be accepted.

A series of publications for older children is being considered for development in 2023. Moses the Magical Missouri Mule and Tennessee Lady Bug are slated to be the main characters in that series. Standby!

"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! We used Survey Monkey online 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 conduct the survey better 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 pilot 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!

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

Delayed, but not forgotten. With the commitment of the KC Royals' Urban Youth Sports Academy, our plans to strive to align with both Challenger Sports and the Nashville Coaching Coalition... well, our cup runneth over... a cornucopia, horn of plenty... 2023 will just have to wait, we're busy.

2022 Third and Fourth Quarter Organizational Priorities

The KC Royals' Urban Youth Academy, Challenger Sports, Nashville Coaching Coalition and fundraising... along with possible cautious community expansions in Nashville and Kansas City.

#1 - Heating the coals and sticking more irons in the fire... FUNDRAISING!