



Note from the Founder

"NOTCH THAT ONE"

As we used to say at the end of each game, put it in the books. Year one is in the book, and what a year it was! As the world shook and continues to tremble — borrowing from a well-worn cliché — we're keeping our eye on the ball. Referencing another sports' cliché, the dreaded "sophomore jinx," when some athletes who enjoyed successful rookie seasons have a trying sophomore year... we definitely don't want to do that... so, we'll keep our heads down and drive it!

How'd we get here? There are platitudes and tributes to share... so we'll dispense with the trite and jump right in:

Laura Adler (A&G Marketing Group); Dave Kelsey (D.K. Creative), Mike Fuchsman (Summit Media Design)... HECK, YES! Top Gun Events, Challenger Sports, KC Royals Urban Youth Academy ("UYA"), Bodies Race Company, Blue Springs Baseball and Softball leagues all provided the traction to get us out of the gate... INDEED!

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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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Screenvision Media and National CineMedia ("NCM") cinema advertising companies ran our Public Service Announcement on all of the movie screens in Kansas City during the holidays — approximately 200,000 impressions! Rex Hudler, broadcast voice of the KC Royals voiced the spot. Make that, HELL, YES! Thank you to Cliff Marks and Darryl Schaefer for connecting us with the cinema advertising companies. The list could go on with both small and large contributions to our successes in 2022. Together... here for our youth!

We cannot solve all of the problems of the world and aren't trying to, but we hope to positively influence the outcome for a few... and the more the better.

Sophomore jinx, well... we'll keep dropping singles and laying down bunts and take the home runs when they come. And they will be coming.

We have ambitious plans for 2023, but tempered with the reality that if we pull our head, we're very likely to swing and miss. I'll leave it at that for now in this cryptic Founder's message, but we'll be alluding to 2023 initiatives throughout the rest of this newsletter.

Our 2023 and beyond activities will largely be dictated by our ability to raise funds, as well as our success in partnering with established industry leaders in the youth sports, mental health, well-being space.

Our Phase-One, concierge-style, early advisory educational role that involves striving to assist youth sports' advocates to create positive competitive environments, to promote mental health awareness, and to contribute to suicide prevention are... how should we say it, "Now in the book." It is what we do.

Executive Board Expansion & Realignment of Duties

As he enthusiastically continues his role on the Executive Board, Bob Martin will vacate the role of Executive Director and will strive to continue to provide strong support and make meaningful contributions to theBMSproject.org's mission. Larry Lauvetz continues to serve as theBMSproject.org's President and Bob will slide into the role of Secretary of the Board in 2023.

Our Executive Board has been expanded to include Greg Robinson, Dr. Kevin Mays, and Nancy Hubacher (read their full bios at theBMSproject.org).



Greg Robinson will assume the role of Treasurer on our Executive Board. He brings great financial acumen through his years of accounting experience and ownership of offices that provide accounting and administrative services to doctors' offices located throughout the state of Arizona. Greg has extensive family ties to sports and is a Wisconsin native who resides in Arizona with property in Missouri.

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Dr. Kevin Mays brings decades of experience in the field of mental health, as a practicing psychiatrist. He completed medical school at the University of Kansas and Psychiatry Residency in Little Rock, AR.

Dr. Mays joined Psychiatry Associates of Kansas City in July of 1996 and holds various leadership positions at area hospitals and opening psychiatry units. Dr. Mays' practice, presently, is entirely outpatient focused.



Nancy Hubacher resides in the Washington, DC area and brings decades of marketing expertise stemming from her long career as a senior marketing executive.

Since 2000, Nancy served as Vice President of Sales and Marketing of the

Washington Commanders, transitioning to Vice President Corporate Partnership in 2019. Prior to her retirement from the Commanders in December 2022 (after 23 seasons) she earned recognition as the top revenue generator and held primary account responsibility for the Team's marquis partnerships.

Nancy is a founding partner of Urban Cottage Design and a licensed real estate agent since 2015.

The State of Our Union

The ink hasn't completely dried on 2022, as we conclude laying in the final basic foundational building blocks of our website. We will open our video and practice music libraries this month and are in the process of building an additional main menu topic, Spirituality, to our site. Social media is still swirling a bit, as a couple of the popular social media platforms appear to be in substantial flux — resulting in a question mark for how we might ultimately elect to best utilize digital platforms.

The coming year portends to be rife with branded merchandise options by which we can stock our online store. The time to offer those unique items for sale will be at our discretion.

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The State of Our Union - continued

TheBMSproject.org has partnered with various Affiliate organizations noting that our ultimate goal is simply to let their constituent stakeholders know who we are, what we do and how to reach us. In 2023, we anticipate becoming more proactive as we strive to identify and implement outreach strategies to deliver our messaging to relevant communities.

We are not financially indebted and all of the very substantial human resources that have been invested to date have been provided on a purely volunteer, altruistic basis. With bare-bones overhead expenses, 100% of donated funds raised to date have been directed toward fulfilling our mission. We are in the enviable position to likely be able to exist and operate into perpetuity on the current basis — acting in our self-defined role as an early-step, educational/advisory, well-being service provider to our various communities.

Phases Two and Three initiatives will be undertaken when we have the necessary funding secured to staff and underwrite the various plans that already exist on our drawing board. However, that is not to suggest we intend to be stagnant or stop leaning forward in the interim.

LONG-TERM STRATEGIC VISION



We will refrain from belaboring an explanation of our Phase Two and Three initiatives at this juncture however, they will continue to be evaluated and discussed by the Executive Board. A very brief description follows:

With adequate funding, it is anticipated that Phase Two will incrementally move forward, possibly in the back half of 2023. Initiatives may include the R U Okay 2Day? survey program and a survey system to identify therapists and counselors who are accepting new patients. As part of Phase Three, 2024-26 may include an innovative approach to collegiate athlete recruitment through a best match program based on non-performance attributes. The program, referred to as SOLID KNOCK!/e-SKore.com, is designed to supplement, in a positive manner, the current, broken, performance-based system.

In addition to contributing to sports mental wellness, we believe that we have even longer-range recommendations that would likely supplement and improve society's current mental health system. Head down... drive through the ball!

TIP: LADDERS ARE CLIMBED ONE RUNG AT A TIME

Talk to players about setting realistic, achievable goals. Have them write them down & share with others. Then, they can either cross them off the list or see them achieved through effort which will derive/feel a warm sense of accomplishment... contributing to building self-confidence.

SHORT-TERM STRATEGIC VISION

On the forefront of 2023 are the following six initiatives:

- Participating in a Kansas City **"Youth Camp"** for underprivileged youngsters and their families — themed, "Grow the Game."
- Conducting a BMS Life-Psych **"Mental Wellness Clinic"** for coaches in conjunction with the camp.
- Participating in a **"National Roundtable Summit,"** that will include mental wellness in youth sports, along with national leaders currently operating in the space.
- Hosting a Kansas City-based mental wellness youth sports **"Regional Summit."**
- Initiating proactive **"Communities At-Large Outreach"** programs in conjunction with our existing Affiliates and new strategic alliances (including mental health organizations) — to reach, educate and advise staff, employees and members.
- Entering into new strategic alignments with our existing and new local/regional sports organizations and institutions with **"Local/Regional Outreach"** programs designed for to support youth sports advocates, young athletes and their families.

YOUTH CAMP - URBAN YOUTH ACADEMY, THEBMSPROJECT.ORG & PERFECT GAME CARES

Conversations are underway regarding conducting a spring 2023 camp for underprivileged kids and their families in conjunction with Perfect Game Cares (a foundation associated with Perfect Game — a national amateur youth baseball organization headquartered in Cedar Rapids, IA). The event is tentatively slated to occur in Kansas City, MO and will be a collaborative effort between the KC Royals Urban Youth Academy (UYA), theBMSproject.org (BMS) and Perfect Game Cares.

LIFE-PSYCH COACHES CLINIC & LOCAL/REGIONAL OUTREACH

In conjunction with the Youth Camp described above, theBMproject.org and UYA are contemplating conducting a two-hour, Life-Psych Wellness Clinic for area youth baseball and softball coaches. Planning conversations are currently being held.

NATIONAL YOUTH SPORTS ROUNDTABLE SUMMIT



Perfect Game Cares is in the early stages of organizing and conducting a Roundtable Summit that will include mental wellness for organizations influential in the youth sports space. TheBMSproject.org has been invited to participate in that event.

It is anticipated that Summit participants will include well established youth sports industry representatives. Dates and locations are to be determined. It is anticipated that the event will likely occur in the first half of 2023.

REGIONAL YOUTH SPORTS ROUNDTABLE SUMMIT

Subsequent to the National Roundtable Summit being hosted by Perfect Game Cares, theBMSproject.org will tentatively consider hosting a local/regional Summit — predicated on identified goals and initiatives that may emerge from the Perfect Game Cares National Roundtable Summit.

COMMUNITIES AT-LARGE OUTREACH & LOCAL/REGIONAL OUTREACH

We have stated that we view youth sports as a portal into communities. At the end of the day, our goal is to make a positive, meaningful contribution to youth sports as well as to sports and society in general for all ages with the understanding that the scope of our future contribution(s) will necessarily be limited by our available resources.

Our primary goal remains to become commonly known, recognizable and accessible when needed.

Together... here for our youth!

If Phases Two and Three are undertaken, it is anticipated that the long-range programs will extend into and throughout the 2024-2026 timeframe. The short-term and long-term extended versions of our strategic plans combine to constitute theBMSproject.org's five-year strategic plan.

Future Strategic Partnerships



Throughout our first year of operation, we have become increasingly aware of other organizations committed to missions similar to our own. As a concierge service, we remain vigilant to identify organizations to which we can direct people that provide more in-depth, third-step resources and services than what theBMSproject.org is designed to provide.

Various youth sports organizations are becoming increasingly sensitive to offering well balanced programs — acknowledging that body, mind and spirit combine to provide a holistic approach to youth sports.

Phase Two and Three BMS programs will be designed to supplement and add to the offerings that our future partners currently offer. A long-term goal will be to breakdown the silos that currently exist in youth sports activities. The shared common ground among all youth sports programs should be to strive to always provide safe, enjoyable competitive experiences for the participants and their families.

2022 Advocate Pioneer Awards



In lasting memory of the late young collegiate athletes, Katie Meyer (Stanford University soccer goalie) and Lauren Bennett (James Madison University softball catcher), we have introduced The BMS Project Pioneer Award. The recognition is in appreciation of the organizations that signed aboard to assist theBMSproject.org during its first year.

Locally: The Blue Springs Missouri Parks and Recreation Department - Youth Sports Programs and Blue Springs Baseball and Softball Leagues.



Regionally & Nationally: The Royals Urban Youth Academy, Challenger Sports & Apparel, Top Gun Events and Bodies Race Company all endorsed and supported our early efforts. Reliant Care Management stepped-up and provided an early donation.

Associates: A&G Marketing Group, D.K. Creative, and Summit Creative Design provided incredible support permitting us to come to be.

Thank you all for your ongoing commitment and support... Katie and Lauren are missed, but not forgotten.

Pictured:

(Top) Bob Martin presents to Robb Behymer, Top Gun Events Owner & Operator

(Middle) Bob Martin presents to Alan Jones, Challenger Sports Chief Operating Officer

(Bottom) Bob Martin presents to Brad McCleary, Bodies Race Company President



Advisory Board Meeting

The BMS Project recently conducted its first Advisory Board review meetings along with one-on-one calls with Advisory Board members who were unable to participate on the group meetings. The purpose was to summarize first-year accomplishments and to present short- and long-range strategic plans providing a look forward to another exciting year ahead. President, Larry Lauvetz, and Founder, Bob Martin conducted the calls.

TIP: LEAVE THE EXTRA LUGGAGE AT HOME

Coaches can't bring their baggage to practice if they expect kids to do the same. Sports are an incredible release from stress, anxiety, depression or anything that could be bringing us down. Coaches should teach kids to use sports/exercise as stress relief... a healthy way to overcome these things.

Fundraising & Grinding Out Goodness



Outreach programs will be paramount in 2023, seeking strategic partnerships and securing funding for future Phases Two and Three BMS Project programs. We ask that you contribute what you can... funds, services, knowledge and experience.

it has often been said that it takes a village to raise a child... our village is the bond of sportsmanship and goodwill. As youth sports advocates, we must bring the devotion and commitment to shelter the innocent and help them grow and prosper until they are able to stand on their own — to weather the storms and rejoice in the thrill and joy of living.

It is worth repeating... "Singles and bunts. We aren't trying to and cannot solve all of the world's problems but we can influence the outcome for a few and that's exactly what we will try to do — make a positive difference for a few... and the more the better."

When the homeruns, touchdowns and goals come, we'll all stand together and cheer!

