



## Note from the Founder

### "LAST MONTH... AND BEYOND"

Last month, we introduced our 2023 Community Outreach Program... and this month that initiative is still an active project in progress... and, hopefully, it will remain so into the far, far future. There is a lot of work to be done, but, in the short term, Community Outreach implementation will continue to be a high priority through the end of 2023.

We now appear to have the resources necessary to play out our hand... people, people. That's what it takes... Committed, enthusiastic, dedicated people. Working with limited financial resources has its limitations, but we are stretching our dollars with a capable staff of subcontracted SUPER contributors. As a song might go "...watch us work!"

We are exploring three avenues of growth simultaneously: local, regional and national. Some of the local and regional efforts will be described below. Regarding our national efforts, we are exploring partnerships with various organizations operating in the well-being of young athletes' space.

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**Bob Martin**

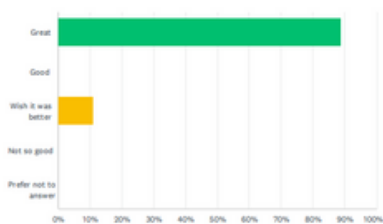
*The very reasons that we should not be doing this are also the exact same reasons that it has to be done. That paradox is worth repeating and dictates that — therefore, it shall be done!*

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"Okay 2Day Survey" - July 2023-Muenz

Q11 How are you getting along with your friends?

Answered: 9 Skipped: 0



ANSWER CHOICES	RESPONSES
Great	88.89%
Good	0.00%
Wish it was better	11.11%
Not so good	0.00%
Prefer not to answer	0.00%
TOTAL	9

Our goal is to provide education and messaging through various conduits – traditional, social media, affiliations and innovative programs focused on the accomplishment of our mission statement.

Think of theBMSproject.org as “laying the tracks” to inform communities of BMS resources, as well as other similar organizations' services and resources committed to providing safe, positive competitive experiences, to promote mental health awareness and contribute to suicide prevention.

While the ball is rolling — slowly to start — we want to sustain our current momentum and ensure that it keeps building. With that goal in mind, we just conducted the second round of our pilot survey, now shortened to be named the "Okay 2Day Survey." This prospective second tier offering has been streamlined to be conducted with athletes 14 years of age and older, exclusively on their mobile phones after scanning a QR code provided on a handout.

The VERY exciting aspect of the Okay 2Day Survey is that, if successful, it will simultaneously accomplish a myriad of goals consistent with theBMSproject.org’s mission – to assist youth sports advocates to create safe, positive competitive environments, to promote mental health awareness and contribute to suicide prevention.

Further, as you may have noticed, our "Guiding Hands" logo portrays two adults’ hands reaching out toward each other with a child's hand inside of the adult hand on the right. That logo is emblematic of what 2023 has become. We are currently shifting gears to proactively reach outward and touch youth sports advocates — organizations, coaches, parents and players — with our educational messaging and helpful contributing resources to assist to make youth sports safe and enjoyable.

Over the first twelve months of our existence, we secured start-up financing and have firmly planted our flag through the implementation of our first tier, concierge-like offering.

As described above, in early 2023, we expanded our Tier One program beyond early secular educational resources and added "Spirituality" to our offerings on the theBMSproject.org’s main menu. It should be noted that The BMS Project is not affiliated with any religious or political organizations.

Further, through our Positive Advocates' Community Outreach Program, we are now more proactively reaching out versus waiting to be found. Our Community Outreach Program is a no cost, simple to implement and maintain, initiative that enlists youth organizations to assist our efforts as we reach out directly to coaches, parents and players.

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There are three optional levels of participation in our outreach program. Organizations, teams and leagues can participate in any or all three levels:

**Level One:** Place our "Guiding Hands" logo in a prominent position on their website's home page, then link it to a BMS Positive Advocates Directory to access various tools to assist creating safe, positive and enjoyable competitive environments on the BMS website.

**Level Two:** Hand out three of our specifically tailored Positive Advocate Tips sheets to i) their coaches, ii) their parents and iii) players during their preseason team and player meetings.

**Level Three:** Distribute a positive tip of the week to league participants during their season.

In conjunction with the introduction of our 2023 Community Outreach initiative, we have created a simple, fully automated system, whereby organizations, teams, and leagues can quickly sign-up for inclusion in the program on theBMSproject.org. That sign-up system also constitutes our first efforts to create a BMS database and associated MIS to support and allow us to manage our future growth.

In addition to the 2023 Positive Advocates' Community Outreach Program, we will continue to utilize traditional media outlets and social media channels to get the word out.... we are here, **together... for our youth!**

# The State of Our Union

## SAFETY & DETERRENCE

**THE BMS PROJECT**  
Body • Mind • Spirit

**EMERGENCY**  
In a crisis, call "911" immediately  
If considering self-harm, call "988"  
The National Suicide Intervention Lifeline

**SEXUAL MISBEHAVIOR**  
To speak to a counselor,  
Call (800) 656-4673  
RAINN

**CHILD ABUSE**  
To report suspected child abuse,  
Call (800) 422-4453  
Childhelp National Child Abuse Hotline

It is recommended that incident(s) of serious misconduct be reported to law enforcement.  
Minors should report incidents of misconduct to their parent(s) or guardian(s).

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All of our tools had previously included messaging notifying recipients who we are, what we do and how to reach us; as well as including the "988" number to call when self-harm is being considered.

We've added **critical resource reporting information** that states where to call to report 'child abuse'; as well as where to call to report inappropriate sexual behavior. We will be doing more with anti-bullying and hazing in the future.

We believe that the wide distribution of our educational materials and positive advocates' tools (handouts and videos) that include this "where to report" messaging will serve to deter predators from taking action as they become aware that their potential victims will know how and where to report the occurrence and/or threat of their inappropriate behavior.

These cautionary messages are in keeping with our pledge to assist youth sports advocates to create safe and positive competitive environments and experiences.

# The State of Our Union - continued

## FUNDRAISING COMMITTEE

As mentioned in our previous newsletter, Bob Martin (Founder), Larry Lauvetz (President), Greg Robinson (Treasurer) and Nancy Hubacher (Executive Board Member) have volunteered to serve on The BMS Project's Fundraising Committee. Greg Robinson has agreed to chair the Committee. Along with Executive Board input, the committee has been charged with creating, planning, and conducting events and other revenue generating sources to fund the activities of theBMSproject.org.



The committee has held two meetings to consider future initiatives. It is anticipated that two annual events might be in the offing — one in the spring and one in the fall. Donation solicitation efforts continue, as well as efforts to identify services and products that may be offered in exchange for financial considerations.

The committee is preparing a recommendations report for Executive Board edification.



## THE CENTER FOR CLINICAL TRAINING

The Center for Clinical Training (TCCT) began almost fourteen years ago as the Tennessee Center for Clinical Training. To the surprise and gratification of its primary leader, Francis Martin, The Center appealed to professional mental health care providers within Tennessee but also well beyond its borders. Thus, recognizing that TCCT needed a larger identity, it became The Center for Clinical Training.

When TCCT began, its vision included three primary features. One, in response to the rapidly rising cost of professional development, TCCT aspired to deliver high quality and low-cost training opportunities. Another was that, insofar as possible, aiming to elevate professional accountability, TCCT would emphasize real clinical issues that confront most mental health care providers, sooner or later. Another was that TCCT would demonstrate the values that inhere in counseling and therapy. Its guiding values included compassion, good will, integrity, and generosity. As these values rose in importance, TCCT found ways to express them. For example, an expression of generosity is that TCCT gathered and gave away more than thirty-five thousand books, DVDs, and other professional mental health care resources.

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**TIP #2: PROTECT & BUILD THEIR SELF-ESTEEM**

**Nip tragedy in the bud... before it takes hold.**

**Top 3 Tips for Youth Advocates**

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Quite beyond what Martin could have envisioned when TCCT began, the leadership now includes several highly skilled mental health professionals. Among them, Emily Hawkins, president, and Roger DeWilde, Director of Professional Development, have taken important positions in TCCT. Francis continues as Executive Director, sharing the adventure of providing professional development opportunities for counselors and therapists. Also, Francis joined Bob Martin and others to stoke the fire of imagination that created The BMS Project. He continues as a member of the Board of The BMS Project.

Following the pandemic, during which professional development events were delivered online, TCCT will hold its first on-site professional development event at Skyline Madison Hospital, a major health care facility in Nashville, on September 14 and 15. The event will include on-site activities, but will also be available online.

## NASHVILLE COACHING COALITION



Nashville Coaching Coalition (NCC) is a nonprofit organization located in Nashville, TN. Founder Scott Hearon, Executive Director Jeff McGinnis, Managing Director Alyssa Visbeen Bailey and the Nashville Coaching Coalition staff and volunteers have been working diligently for a number of years to equip coaches to be transformative leaders... contributing to athletes' success beyond the scoreboard. NCC works through school systems and youth sports organizations to carry a positive message into their communities.

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**Pictured:** (L) Jeff McGinnis | Executive Director, NCC  
(R) Bob Martin, Founder, The BMS Project



**Pictured:** Jeff Schulte | Tin Man Ministries



**Pictured:** Mike Karl | The Coaching Commandments

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On July 15th, the NCC conducted a coaching forum at the Curry Ingram Academy in Nashville. Speakers Jeff Schulte, Mike Karl (aka Marathon Mike) and Damon West (a bestselling author) made inspiring presentations to nearly 100 attendees. BMS Project founder, Bob Martin, attended the forum.

Jeff Schulte spoke of his childhood experiences and the perils of co-dependency. Mike Karl spoke of his experiences supporting his personal and family's sports' involvement – how some coaches appeared to be more invested in winning than developing the whole person with their young athletes. He shared his family's very personal experience losing a son to cancer and how the community rallied around him, his son and their family. Damon West, shared the story of being a coffee bean... influencing and affecting one's environment rather than permitting the environment to destroy the person.

BMS has approached NCC to explore how the two organizations might collaborate in the future to support NCC's mission.



**Pictured:** Damon West | Be a Coffee Bean



***"Sports are supposed to be safe and fun. I think the BMS project is a great tool to help promote that objective. Getting info into the hands of youth about mental health, suicide prevention and safety is important to help them navigate the challenges of life. Getting athletes to share how they feel is challenging but I believe the BMS Project is a great tool to help with these goals."***

**Suzie Muenz, Former Collegiate and Current Travel Softball Coach**