



# theBMSproject's Qtrly Bulletin

(3rd Quarter 2025)

This Quarterly Bulletin is provided in lieu of a previously published newsletter of theBMSproject.org. It is intended to provide stakeholders a brief, cursory glimpse of theBMSproject's current community involvement and activities.

**New Programs & Website Navigation Announcement:** On September 1st, a number of upgrades were activated on the home page of theBMSproject's ("Project") website, Simultaneously, a new 6-minute introduction video describing the Project's programs (pre-existing and new programs) was released, as well as the introduction of an updated Project's 2026 tri-fold pamphlet. The video and new website navigation can be accessed and viewed at [www.theBMSproject.org](http://www.theBMSproject.org) Also, see below: **"Recent and Pending 2025 Close-out Events & Initiatives."**

The Project was founded in 2022. Using what is characterized as a "concierge-like" approach, the Project stated mission was -- and remains -- to assist sports advocates to contribute to the good health, safety and well-being of athletes and their families; as well as to promote mental health awareness and contribute to suicide prevention. Youth sports are viewed as a portal into broader communities at-large.

The methodology of the Project's mission incorporates helping athletes and their families to help themselves, by providing brief, early-step educational and orientation resources, then to suggest a limited number of next-step suggested resources. Thereby, the Project's programs contribute by cutting through the clutter of an overwhelming tsunami of confusing resources and information that a person might otherwise encounter and be confronted with.

As time passed, the scope of the Project's programs has broadened. The concierge-like approach has been expanded to address a number of additional risk factors, while continuing to keep BMS' primary emphasis on mental health and mitigating suicide risks to teens. The Project licensed programs for athletes of all ages now include: 1) Teens (mental health awareness and suicide intervention), 2) Early Adolescent (fostering positive adult behavior), a 2026 Children's Program (Literacy, safety and well-being and sports participation encouragement), 3) an Adaptive Sports Resource Directory, 4) an Officials' RESPECT Program, 5) a referral resource Directory with links to like-minded youth organizations (local, regional, national and international) and 6) a new Quick Pulse Metrics Survey Program (mid and post

season emotional pulse surveys for athletes, parents and coaches) offered on a fee basis to continue to be provided and overseen by BMS Holding Group LLC.

In 2026, a resource for adult & elite athletes will be activated, as well as assistance resources for young artists. The artists' resources will utilize the same BMS approach as used for athletes.

Through an expanding network of licensed youth sports organizations and other affiliations -- including event organizers, as well as team/athlete organizations, licensed affiliates and associates -- the Project's educational/orientation resources and Programs are now accessible to a rapidly expanding group of stakeholders. In total, the BMS Project's programs continue to effectively accomplish the founding aspirations of the BMS project to work "Together... here for our youth!" to contribute to the good health, safety and well-being of athletes, artists and all individuals... whether they are engaged in competitive endeavors or not.

**Succession:** As first suggested in the 2nd Quarter 2025 BMS newsletter, various options have recently been under consideration to ensure that the BMS Project's ("Project") programs can be sustained on a long term basis in anticipation that its Founder, Bob Martin, will exit his current role as the Project's interim Executive Director at the end of fiscal year 2025. Martin's involvement in an interim, volunteer capacity was precipitated when Kristen Abernathy - previous Project's Executive Director - was forced to relinquish her position as the Project's Executive Director due to the sudden occurrence of unanticipated personal matters. Martin volunteered to step-in and has continued to serve in a volunteer capacity until other arrangements could be identified.

A viable transition plan has now been identified that accomplishes the sought after succession plan goals described above. BMS Holdings Group LLC ("Holdings") holds the intellectual property ownership rights to the various programs that have been utilized by the Project. Holdings licensed non-exclusive usage right of the programs to the Project on a long-term basis at no cost. At the end of fiscal year 2025, the Project will cease operation as an operating entity; however, Holdings will continue to license the BMS Project's no cost good health, safety and well-being programs to other licensees involved in serving youth sports and throughout a broader array of communities at-large.

The aforementioned strategy will not only provide the desired goal of perpetuating the existence and use of the Project's programs, it will also facilitate Martin's discontinuation serving as interim, Executive Director. It is anticipated that this transition plan will permit the BMS Programs' usage to expand, flourish and grow... as the BMS Programs will continue to be licensed at no cost to local, regional, national and international licensees. Locally, one of the most prominent licensees will be ShareWaves.

ShareWaves is one of Kansas City's long-term, most energetic and committed non-profits organizations that advocate for the positive benefits of youth sports participation. Founded by its Executive Director, Bill Brandmeyer, theBMSproject programs will be added to, complement and expand ShareWaves existing activities contributing to the good health, safety and well-being of young athletes and their families. Current indications are that the aforementioned transition plan will be concluded and finalized by year's end, 2025.

### **Recent and Pending 2025 Close-out Events & Initiatives:**

**PROJECT PLAY** - On August 19th, 2025, the Aspen Institute and Children's Mercy Hospital hosted a Project Play, "Community Conversation About Youth Sports Summit" in Kansas City at the Kauffman Foundation Conference Center. ShareWaves Executive Director, Bill Brandmeyer opened the event as he interviewed Daycia McClam, Vice President of Community Engagement and Advocacy at the Positive Coaching Alliance ("PCA"). The conference proceeded with other presenters and break-out sessions. The Project's acting Executive Director, Bob Martin attended the event and was able to meet and confer with a number of organizations committed to contributing to the development and good health of young people and their families through youth sports participation. The Project's tri-fold pamphlets were also distributed at the Project Play's event sign-in table. (See event photo below)

**RYAN WHITNEY MEMORIAL FUND RAISING WIFFLE BALL TOURNAMENT** - On, September 1st, a Project's field event support team consisting of acting BMS Project Executive Director, Bob Martin; Project Community Ambassador, Reggie Kanagawa and Project Associate, David Kelsey (DK Arts and Graphic Design) participated and staffed an event table at a fundraising memorial event for Ryan Whitney. Ryan tragically committed suicide. Ryan played baseball for Building Champions... a youth baseball organization affiliated with HomefieldKC (a KC youth sport facility operator and Affiliate of the Project). Funds were raised for The Fight Club of Kansas City (a non-profit teen peer support group). Sincere condolences are extended to Ryan's surviving family members. Ryan is greatly missed by his teammates and friends. (See event photo below)

**THE POWER OF US** - On October 1<sup>st</sup>, theBMSproject's participated in a community youth support event called, "The Power of Us." The event was conducted by Synergy Services (advocates against domestic violence) and was promoted as a community coming together event whereby various local youth services non-profit appeared and introduced attending teens and youth to resources available to them to contribute to their safety, good health and well-being. (See event photos below).

**3<sup>RD</sup> QUARTER BMS PROJECT INC'S EXECUTIVE BOARD MEETING** – On October 14<sup>th</sup>, The BMS Project Inc., Executive Board convened and approved a motion to terminate The BMS Project, Inc. operation on 12/31/2025; in order to facilitate a transition whereby BMS Holdings Group LLC will continue to license theBMSproject programs to youth sports organizations locally,

regionally, nationally and internationally. The transition is a planned action in order to provide for a successful succession of theBMSproject programs enabling it to be able to expand and flourish in the future.

**REOYALS ALL SPORTS COACHES EXPO** -- will be participated in On December 13th, 2025. theBMSproject’s Advisory Board Member and early founder of theBMSproject, Dr. Christopher Nickson, will attend the event and make a presentation.

## Photo Gallery



**Aspen & Children’s Mercy  
Hospital Project Play  
“Community Discussion  
About Youth Sports”**

(L) Bill Brandmeyer, Founder & Executive Director of ShareWaves interviews (R) Daycia McClam, Vice President of Community Engagement and Advocacy at the Positive Coaching Alliance



**Ryan Whitney’s Memorial  
Fundraising Wiffle Ball  
Event**

(L) David Kelsey, BMS Webmaster (C) Reagan “Reggie” Kanagawa, BMS Community Ambassador and (R) Bob Martin, Founder of the theBMSProject



**“The Power of Us”  
A Community Coming  
Together Event**

(L) Caroline Pumel, BMS Social Media Director and (R) Bob Martin, Founder, theBMSproject.



**SPECIAL GUEST  
(Center Stage)**

**KC Wolf... official mascot of  
the Kansas City Chiefs!**

# **TOGETHER... *her for our youth!***

