



South Dakota High School  
Coaches Association

# 3rd Annual Awards Banquet

November 16, 1974  
6:30 p. m.

Guest House  
Watertown, South Dakota

## COACHES NEVER LOSE.

A team can lose.  
Any team can lose.  
But in a sense  
a very real sense  
a coach never loses.

For the job of a coach  
is over  
and finished  
once the starting whistle  
blows.  
He knows  
he's won or lost  
before play starts.

For a coach has two tasks.  
The minor one is to  
teach skills:  
to teach a boy  
how to run faster  
hit harder  
block better  
kick farther  
jump higher.

The second task  
the major task  
is to make men  
out of boys.

It's to teach an attitude  
of mind.  
It's to implant character  
and not simply to impart  
skills.

It's to teach boys to  
play fair.  
This goes without saying.  
It's to teach them  
to be humble in victory  
and proud in defeat.  
This goes without saying.

But more importantly  
It's to teach them  
to live up to their potential  
no matter what this  
potential is.

It's to teach them  
to do their best  
and never be satisfied  
with what they are  
but to strive to be  
as good as they can be  
if they tried harder.

A coach can never make a  
great player  
out of a boy who isn't  
potentially great.  
But he can make a great  
competitor out of any  
child.  
And miraculously  
he can make a man  
out of a boy.

For a Coach  
the final score doesn't read  
so many points for my team  
so many points for theirs.  
Instead it reads:  
so many men  
out of so many boys.

And this is a score that  
is never published.  
And this is the score  
that he reads to himself  
and in which he finds  
his real joy  
when the last game is over.

## PAST PRESIDENTS PAGE

This page is dedicated to those men who have served the South Dakota High School Coaches Association as President. May it inspire other coaches to serve their organization in some way.

| President                   | Year |
|-----------------------------|------|
| Paul Marschalk . . . . .    | 1939 |
| Paul Marschalk . . . . .    | 1940 |
| Paul Marschalk . . . . .    | 1941 |
| No Meeting - WW2 . . . . .  | 1942 |
| No Meeting - WW2 . . . . .  | 1943 |
| No Meeting - WW2 . . . . .  | 1944 |
| No Meeting - WW2 . . . . .  | 1945 |
| Joe Dunmire . . . . .       | 1946 |
| Rube Waltman . . . . .      | 1947 |
| Rube Waltman . . . . .      | 1948 |
| Bill Hauge . . . . .        | 1949 |
| Bob Burns . . . . .         | 1950 |
| Duane Clodfelter . . . . .  | 1951 |
| Duane Clodfelter . . . . .  | 1952 |
| Floyd Mitchell . . . . .    | 1953 |
| Jim Marking . . . . .       | 1954 |
| Mylo Jackson . . . . .      | 1955 |
| Bill Mitchell . . . . .     | 1956 |
| H.W. Haddorn . . . . .      | 1957 |
| Don Allen . . . . .         | 1958 |
| Tom Prendergast . . . . .   | 1959 |
| Bob Schroeder . . . . .     | 1960 |
| Clar Lilevjen . . . . .     | 1961 |
| Howard Naasz . . . . .      | 1962 |
| Burdell Coplan . . . . .    | 1963 |
| Rich Greeno . . . . .       | 1964 |
| Wendel Handley . . . . .    | 1965 |
| Bob Brooks . . . . .        | 1966 |
| Marlyn Goldhammer . . . . . | 1967 |
| Max Hawk . . . . .          | 1968 |
| Jerry Applebee . . . . .    | 1969 |
| Jack Doyle . . . . .        | 1970 |
| Jack Schuver . . . . .      | 1971 |
| Dale McElhaney . . . . .    | 1972 |
| Mike Stadem . . . . .       | 1973 |

## 1974 OFFICERS AND DIRECTORS

|                           |                          |
|---------------------------|--------------------------|
| PRESIDENT . . . . .       | Bob Dubs, Groton         |
| PRESIDENT ELECT . . . . . | Harvey Naasz, Winner     |
| SECRETARY . . . . .       | Max Hawk, Yankton        |
| PAST PRESIDENT . . . . .  | Mike Stadem, Dell Rapids |

### 1974 DIRECTORS

|     |                          |
|-----|--------------------------|
| FB: | Burdell Coplan, Canton   |
| BB: | Elwood Dietrich, Canton  |
| WR: | Les Tlustos, Brookings   |
| TR: | Vern Miller, Pierre      |
| GA: | Judy Busch, Lincoln High |
| AD: | Paul Jordre, Selby       |

### 1975 DIRECTORS

|                              |
|------------------------------|
| Jerry Miller, Lincoln High   |
| Gayle Hoover, Parker         |
| Jerry Opbrock, Mitchell      |
| Lyle Clausen, Brandon Valley |
| Roberta Schumacher, Redfield |
| Jack Richardson, Yankton     |

## 1973-74 AWARDS

|                           |                           |
|---------------------------|---------------------------|
| 1973 Football . . . . .   | Dale McElhaney, Watertown |
| 1974 Basketball . . . . . | Gayle Hoover, Parker      |
| 1974 Wrestling . . . . .  | Chuck Scheppy, Webster    |
| 1974 Track . . . . .      | Jake Schlicht, Yankton    |

## 1973-74 DISTINGUISHED SERVICE AWARD

Bill Tredway, Huron

## 1973-74 DISTRICT 7 of NHS/ACA

Track Coach of the Year

Rich Greeno, Lincoln High School

## 1974 NHS/ACA NATIONAL TRACK COACH OF THE YEAR

Rich Greeno, Lincoln High School, Sioux Falls

SOUTH DAKOTA HIGH SCHOOL COACHES ASSOCIATION  
3rd ANNUAL AWARDS BANQUET  
PROGRAM

Master of Ceremonies . . . Mike Stadem, Dell Rapids H. S.

Invocation . . . . . Burdell Coplan, Canton H. S.

Passing of the Gavel . . . . . Mike Stadem

Welcome . . . . . Bob Dubs, President  
Groton H. S.

Introduction of Guest Speaker . . . . . Mike Stadem  
Dr. Stan Marshall

Introduction of Special Guests . . . . . Mike Stadem

Presentation of Awards . . . . . Max Hawk, Secretary  
Yankton H. S.  
Bob Dubs

Football Coach of the Year  
Basketball Coach of the Year  
Wrestling Coach of the Year  
Track Coach of the Year  
Distinguished Service Award  
Roll of Championship Coaches

Special Awards . . . . . Bob Dubs & Max Hawk

Closing Remarks . . . . . Bob Dubs

(General Banquet Chairman: Dale McElhaney)

SOUTH DAKOTA HIGH SCHOOL COACHES ASSOCIATION  
1973 FOOTBALL COACH OF THE YEAR  
DALE McELHANEY



McElhaneY, a Watertown native, has coached three E.S.D. Football Champions in his five years as head coach in Watertown. Completing an 8-1 record and an E.S.D. championship in 1973 with only six returning regulars earned McElhaneY his second "Coach of the Year" award in his five years of coaching.

Once again in 1973, as it did in 1968, the South Dakota High School Coaches Association honors Coach Dale McElhaneY as their football Coach of the Year.

SOUTH DAKOTA HIGH SCHOOL COACHES ASSOCIATION  
1974 BASKETBALL COACH OF THE YEAR  
GAYLE HOOVER



In sixteen years of coaching Gayle Hoover has compiled a record of 292-79. His Parker "Pheasants" have made five state tournament appearances finishing consolation or better each time. Hoover credits his outstanding success in coaching basketball to his fundamentals program and his players' hard work and dedication. Of his honor Gayle says "this honor belongs to every kid I've coached."

For this type of unselfish dedication the S.D.H.S.C.A. members saw fit to select Gayle Hoover their 1974 Basketball Coach of the Year.

SOUTH DAKOTA HIGH SCHOOL COACHES ASSOCIATION  
1974 WRESTLING COACH OF THE YEAR  
CHARLES SCHEPPY



In six years of coaching wrestling Chuck Scheppy has an outstanding 56-17-1 dual meet mark. He has coached conference championship teams in three of his six years and has had two runner-up teams. Besides winning the State "B" title in 1973 his team swept to a 13-0 dual meet record; seven of these thirteen wins coming over larger class A schools.

For guiding his "Bearcats" to a perfect season climaxed by the state title the South Dakota High School Coaches Association members chose Charles "Chuck" Scheppy their 1974 Wrestling Coach of the Year.

SOUTH DAKOTA HIGH SCHOOL COACHES ASSOCIATION  
1974 TRACK COACH OF THE YEAR  
JAKE SCHLICHT



A former great distance runner himself, Jake Schlicht has coached his Yankton Bucks track and cross country teams to two E.S.D. conference championships each in a three-year period. His 1974 track team also earned runner-up honors in the state "AA" track meet. Modestly, Schlicht credits much of his success to his assistant coaches and to his personnel.

For these accomplishments the South Dakota High School Coaches Association has selected Jake Schlicht as their 1974 Track Coach of the Year.

SOUTH DAKOTA HIGH SCHOOL COACHES ASSOCIATION  
1974 DISTINGUISHED SERVICE AWARD  
BILL TREDWAY



W.D. "Bill" Tredway is a 28-year veteran of the sporting goods business in Huron. He also is a 26-year veteran of radio sports announcing, an official photographer for the S.D.H.S.A.A. for state wrestling and track meets and was accorded the South Dakota Sportscaster of the Year award two times. Add to this list the fact he has been a counselor and friend to many young athletes in South Dakota, and you have a person very well qualified to receive the South Dakota High School Coaches Association's Distinguished Service Award.

The Distinguished Service Award is given for "outstanding achievement and contributions to high school athletes".

NATIONAL HIGH SCHOOL COACHES ASSOCIATION  
1974 NATIONAL TRACK COACH OF THE YEAR  
RICH GREENO - SIOUX FALLS LINCOLN HIGH SCHOOL



**Rich Greeno receiving his National Track Coach of the Year award from National President Tom Monahan.**

Rich Greeno, a 23-year coach, was named National Track Coach of the Year by the National High School Athletic Coaches Association. Greeno's combined records in track and cross country are: Conference titles - six in track and five in cross country; State titles - five in track and five in cross country. In track coaching his dual record is 62-16, and the dual record in cross country is 69-9 with 65 straight wins.

He has twice been named South Dakota Track Coach of the Year and twice named District 7 Track Coach of the Year. His athletes hold a "lion's" share of the state track and cross country records.

SPECIAL AWARDS  
Selected by Members of the S.D.H.S.C.A.

1973 25-YEAR COACHES

|                   |                 |
|-------------------|-----------------|
| Dwane Clodfelter  | Rudy Soderquist |
| Virgil Sandvig    | Ole Odney       |
| Bill Amacher      | Erv Huether     |
| Baltus Fritzmeier | Leo Uken        |
| Ken Kessinger     |                 |

40-YEAR AWARD

Carl Youngworth

1973 ALL-TOURNAMENT BASKETBALL TEAM

Class "B"

Mike Begeman, Parker  
Steve Brown, Hamlin  
Dale Buskohl, Parker  
Jeff Deters, Salem  
Jeff Lamb, Sully Buttes  
Monte Mosiman, Sully Buttes  
Steve Norberg, Salem  
Harley Tetzlaff, Hamlin  
Larry Thorsness, Britton  
Elton Three Stars, Bennett Co.

Class "A"

Bruce Barnes, Yankton  
Bob Ashley, Pierre  
Larry Enze, Aberdeen  
Doug Foley, Rapid City  
Warren Ice, Pierre  
Steve Kelsey, Mitchell  
Kevin McNeely, Yankton  
Chad Nelson, Yankton  
Jeremy Voas, Rapid City  
Mark Washechek, Pierre

1973-74 OUTSTANDING WRESTLERS

Class "B"

Bill Wiczorek, Mt. Vernon

Class "A"

Rick Jensen, Watertown

1973-74 OUTSTANDING TRACKMEN

Class "B"

Carey Buhler, Delmont

Class "A"

Nerlin Tolsma, Springfield

Class "AA"

Larry Beesley, Madison

**ROLL OF CHAMPIONS**  
Coaches of State Championship Teams

|                              |  |
|------------------------------|--|
| Girls Golf . . . . .         | Fred Oien, Brookings   |
| Girls Tennis . . . . .       | Fr. Anthony Opem, S. F. O'Gorman   |
| Boys Cross Country . . . . . | Rich Greeno, S.F. Lincoln, Class AA<br>Gary Pfeiffer, Freeman Public, Class A<br>J.C. Gill, St. Francis, Class B |
| Wrestling . . . . .          | Dean Johnson, Pierre, Class A<br>Chuck Scheppy, Webster, Class B   |
| Basketball . . . . .         | Bob Winter, Yankton, Class A<br>Dick Baysinger, Hayti, Class B   |
| Girls Gymnastics . . . . .   | Lois Forseth, S.F. Washington  |
| Girls Track . . . . .        | Judy Busch, S.F. Lincoln, Class A<br>Merlin Doyle, Wall, Class B   |
| Boys Track . . . . .         | Rich Greeno, S.F. Lincoln, Class AA<br>Eldon Barnes, Flandreau Public, Class A<br>Gene Hagerty, Delmont, Class B |
| Boys Golf . . . . .          | Hobe Richards, Huron, Class A<br>Bob Graff, Onida, Class B   |
| Boys Tennis . . . . .        | Burt Elliott, Aberdeen Central   |
| Football . . . . .           | Jerry Miller, S.F. Lincoln, Class AA<br>Larry Gauer, Leola, Class A<br>Harvey DeJong, Montrose, Class B          |

## DO YOU JUST BELONG?

Are you an active member, the kind that would be missed -  
Or are you quite content that your name is on the list -  
Do you attend the meetings and mingle with the flock -  
Or do you stay at home to criticize and knock?  
Do you take an active part to help the work along -  
Or are you quite satisfied to only just belong?  
Do you ever take a stand for things you think are right -  
Or leave the work to just a few, and talk instead of fight?  
Think it over, member, you know what's right and wrong -  
Are you an active member - or do you just belong?

## WHAT DOES A COACH SAY TO HIS BOYS BEFORE THE GAME?

This is your game, boys.  
I hope you win.  
I hope you win for your sake  
not mine.  
Because winning's nice.  
It's a good feeling.  
Like the whole world is yours.  
But it passes, this feeling.  
And what lasts is what you've learned.

And what you learn about is life.  
That's what sports is all about.  
Life.  
The whole thing is played out  
in an afternoon or evening.  
The happiness of life  
The miseries.  
The joys.  
The heartbreaks.

There's no telling what'll turn up.  
There's no telling whether they'll  
toss you out in the first five minutes  
or whether you'll stay for  
the long haul.

There's no telling how you'll do.  
You might be a hero or  
you might be absolutely nothing.  
There's just no telling.  
Too much depends on chance.  
On how the ball bounces.

I'm not talking about the  
game, boys.  
I'm talking about life.  
But it's life that the game is all about.  
Just as I said.

Because every game is life.  
And life is a game.  
A serious one.  
Dead serious.

But that's what you do  
with serious things.  
You do your best.  
You take what comes.  
You take what comes and  
you run with it.

Winning is fun.  
Sure.  
But winning is not  
the point.

Wanting to win is the point  
Not giving up is the point.  
Never being satisfied with what  
you've done is the point.  
Never letting up is the point.  
Never letting anyone down is the point.

Play to win. Sure.  
But lose like a champion.  
Because it's not winning that counts.  
What counts is trying.