

The Point After II

THE OFFICIAL PUBLICATION OF THE WISCONSIN FOOTBALL COACHES ASSOCIATION, VOL. 32, No.1, SUMMER 2024

2024 ALL-STAR GAMES
BENEFITING CHILDREN'S WISCONSIN



Editor: Tom Swittel • swittelt@gmail.com • 414-315-1131

WFCA Executive Director: Dan Brunner • brunnerd@wifca.org • 414-429-3139

Assistant Editor/Executive Assistant: Charna Kelsey • PO Box 8, Poynette, WI 53955 • office@wifca.org • 608-635-7318

www.wifca.org

Designer for the Pros for 100 Years

SAND KNIT

Ripon Athletic

1921 - 2021

We've Been with You the Entire Way!



Ripon Athletic

MADE IN
BERLIN, WI
USA

*Athletes & Coaches,
Thank You for All of Your
Dedication and Hard Work.
Good Luck in Today's Game!*

Proud to Support **Wisconsin Football Coaches Association** & **Children's Wisconsin**

WWW.RIPONATHLETIC.COM

1-844-697-4766





TABLE OF CONTENTS

WFCB BUSINESS

DAN BRUNNER , WFCB Executive Director From the Executive Director	2
BRIAN KAMINSKI , WFCB President, Head Coach, Sun Prairie East HS, From the President	4
TOM SWITTEL , Editor, WFCB Director of Communications and Corporate Sponsors, From the Editor	6
JOHN HOCH , Hall of Fame Chairman, From the Hall of Fame Chairman	8

GENERAL FOOTBALL

PAT RICE , Retired Hall of Fame Head Coach, Waunakee HS <i>Building a Complete Program</i>	14
DR. NICK SCHMIDLKOFER , Chiropractic Neurologist, Assistant Football Coach, Muskego HS, <i>Coaching Proper Techniques in Football is Key to Concussion Prevention</i> ..	16
CARMEN PATA , Former Strength Coach, UW-River Falls <i>The Upcoming Change to Youth Sports</i>	20
JUSTIN GUMM , Head Football Coach, Hamilton HS <i>All About Practice at Hamilton</i>	22
KENT WALSTROM , Head Football Coach, Florence HS <i>Life Lessons I've Applied to Coaching</i>	24
ADAM HALE , Head Football Coach, Grantsburg HS <i>Building a Cohesive K-12 Program</i>	26
BEN KISLING , Assistant Football Coach, Turtle Lake HS <i>Help Your Underwhelming Players become Assets</i>	
EV WICK , Head Football Coach, DeSoto HS <i>Transitioning to the 8-Player Game</i>	28
CONNER GUETTER , Assistant Coach, Northwestern HS <i>In-Season Speed Development and Recovery</i>	29
JORDAN HANSEN , Head Football Coach, Prescott HS <i>Things I've Learned Before Becoming a Head Coach</i>	32

SPECIAL TEAMS

SAMUEL BARTLETT , Special Teams, RB & LB Coach, Racine Horlick HS, <i>Aggressive But Not Reckless, Special Teams Play</i>	34
ZACH WATKINS , Special Teams Coordinator, Linebackers Coach Washburn University, <i>Fundamentals of Punt Coverage</i>	36
RAY GUY & RICK SANG , ProKicker.com <i>Visualization & Imagery Techniques for Kickers & Punters</i> ..	38

DEFENSE

ROCKY LARSON , Head Football Coach, Mayville State Univ. ND <i>Strike Circuit</i>	40
STEVEN BRUSKY , Defensive Coordinator, Milwaukee King HS <i>Teaching & Emphasizing Defensive Pursuit Throughout the Season</i>	42
MICHAEL ZBLEWSKI , Assistant Football Coach, Amherst HS <i>Locating the Ball as a Defensive Back</i>	46
ZACH ARNETT , Defensive Coordinator, San Diego State Univ. <i>Multiple Fronts in the 3-3-5</i>	46

OFFENSE

GREG BELTER , Offensive Coordinator, Stratford HS <i>Challenges of Transitioning an Offensive System: Wing-T to Gun-T</i>	49
MASON ROBINSON , Wide Receivers Coach, UW-Oshkosh <i>Building Confidence Through Visualization</i>	50
SCOTT PAYNE , Head Football Coach, Amboy HS, La Moille, OH <i>Triple Option, Power Plays & Play Action Passes</i>	51
ROBIN ROSEMEYER , Head Football Coach, Gilman HS <i>Some of Gilman's 8-Player Run Game</i>	53
JERROD BARNHILL , Offensive Line Coach, Pulaski Academy, Little Rock, AK, <i>Pulaski Academy Pass Protection, Establishing a Foundation and Identity</i>	55
TOM NELSON , Head Football Coach, Two Harbors HS, MN <i>Finding What Works for You</i>	56
DAVE POLTROCK , Offensive Coordinator, Johnson Creek HS <i>GT Counter Bash: Completing Our Rushing Attack</i>	58
JONATHAN POWERS , Co-Special Teams Coord. & WR Coach, Loras College, Dubuque, IA, <i>Conversion Routes: Making the Most of our Opportunities</i>	59
MATT SCHOENEMAN , Offensive Line Coach, Lakeland Union <i>Find Your Way – Coaching Your O-Line</i>	60
JACOB LERUM , Assistant Football Coach, Elmwood-Plum City <i>Installing an Offensive System from Scratch</i>	61
GENERAL LIABILITY INSURANCE PROGRAM	
<i>A Benefit of WFCB Membership</i>	62

Executive Director, Dan Brunner



Dan Brunner

Hopefully, this issue of *The Point After II* finds you all healthy. We have lost a few of our finest this past offseason. Please enjoy every moment in your journey here on Earth. Take nothing for granted and take care of yourselves, so that you are in good shape to take care of your loved ones.

WFCM MEMBERSHIP

The WFCM membership includes clinic registration! I am confident that no state has a better deal for their members. We are striving for 100% of the football coaches in the state to be-

come WFCM members. We need all of you to help us achieve that goal. The WFCM membership program allows you to combine high school and youth programs for your staff rate.

The Membership Dues are:

- Small Staff (Maximum of 9 members)
\$405 (\$45/member)
Additional members (10-13) - \$55 each
- Large Staff (Maximum of 14 members)
\$630 (\$45/member)
Additional members - \$55 each
Unlimited 15+ \$775

Note: Admission to the Annual Clinic is included in Membership Fee.

You may combine Youth staffs from your community and High School Varsity and JV staffs for all 3 staff Rates!

- In State Individual - \$55
- Out of State Individual - \$60

It is important to note that WFCM membership is required for all Award Programs (All-State, All-Star, COY, etc...). Please see list of membership benefits later in this issue.

WFCM CLINIC

Please remember to set aside April 3, 4, & 5, 2025 for our Annual Gathering in Madison! We had one of the largest number of clinic at-

tendees ever this past April. We are already planning for a bigger and better clinic for 2025. Save the Dates!

WFCM MENTOR MANUAL

WFCM HOF member and Past President, Bill Collar, along with a select group of current and past WFCM coaches have revised and updated the WFCM Mentoring Manual. It is the finest of its kind anywhere. It is a valuable resource for coaches at all levels. It's a must for Coaches, New and Old. Sales of copies have 100% of the proceeds going toward the Bill Collar Lineman Scholarship Fund. They are \$10. Email me at danielmbrunner@gmail.com or order from the website.

NHSACA HOF

A special congratulations to Joe LaBuda and Tom Swittel, who were inducted into the National High School Athletic Coaches Association Hall of Fame this past June. Congrats Coaches, on a well-deserved honor!

CONCLUSION

With the calendar rolling over, we get an extra week before Football officially starts on August 6. Please take some time to recharge those batteries and share some quality time with your family. Keep up the good work and enjoy this year's journey with your team!

THANK YOU TO OUR WFCM CORPORATE SPONSORS WHO SO GENEROUSLY SUPPORT FOOTBALL IN WISCONSIN.



BSN SPORTS



SUPPORT THEM BY USING THEIR PRODUCTS AND SERVICES WHENEVER POSSIBLE.

Elegance & Class



The Marriott Madison West delivers only the highest level of hospitality in food, beverage, service and accommodations.

- Over 50,000 square feet of exceptional meeting space
- Complimentary valet service and free parking
- Convenient location, only minutes from downtown Madison and the Dane County Regional Airport
- 10 story garden atrium and indoor waterfall
- Fitness center, soothing indoor saline pool, business center, concierge plaza and the sought-after rewards program by Marriott
- Surrounded by many unique attractions including all of the shops and restaurants located at Greenway Station, adjacent to the hotel

Marriott
MADISON WEST

1313 John Q. Hammons Drive
Middleton, WI 53562
608-831-2000
Marriott.com/msnwe



President, Brian Kaminski



Brian Kaminski

Here we go! 2024-2025 Football season is getting started as this issue is being published. The summer, as always, went by way too fast but it feels good to be getting back out on the field. Interacting with the kids, starting a new season with new hopes that our time under the Friday night lights will bring success and triumph. We are all energized by this renewed

hope as we look forward to what the season will bring. I wish you all the very best. Win or lose the season will hold opportunities for memories of comradery and personal growth. Remember why we do this gentlemen, we are helping young men be all they can be. Set an good example, not just on the field, but in all you do. They are watching us!

Looking back over my first year as the president of the WFC, I can tell you that your Association is something to be proud of. From the Clinic to the work with the WIAA, the naming of 24 Scholarship recipients, 20 Grants awarded for safety equipment, all culminating at Titan Stadium in Oshkosh with All-Star Games benefiting Children’s Wisconsin to the tune of \$345,000.00. This work is good work. Get involved guys, it will change you and the way you see football in Wisconsin. Wins and losses will always count, but there is so much more we do together.

Personally I have had quite a year with many highs and lows. I would like to thank the

Region Reps, the members of the Executive Board and all of my fellow coaches for your support and encouragement. It means more than I can tell you. This is a fraternity of great men! Thank you!

If you have not already signed your staff up for membership this year, consider this now. The liability insurance is critical for all of us as coaches working with kids these days. You will never find a two million dollar policy for as little as that which is provided by your membership fee. Also, aside from the State trophies, all the many other post-season awards are provided by the WFC. State Coaches of the Year, The All-State Team, Players of the Year, Victors and Service Awards, just to name a few. These are all made possible by your membership dollars. For this reason membership is required to qualify for these prestigious honors. Sign your staff up before September 1st.

I wish all of you and the kids in your program good health and the best of luck throughout the season. Make it a great one!

JOIN THE WFC TODAY

TO TAKE ADVANTAGE OF THESE BENEFITS:

- \$2,000,000.00 LIABILITY INSURANCE POLICY (details on page 63)
- Eligibility to participate in the WFC Grant Program
- Complimentary admission to the Spring Football Clinic
- Three issues of The Point After II newsletter
- All-Star games, nomination rights and free attendance
- All-State nomination rights
- Scholarship nomination rights
- Hall of Fame nomination rights
- All-State Championship rings
- Annual awards and recognition including Regional and State Coaches of the Year.
- WFC membership enhances professional growth and gives you the opportunity to contribute to the improvement of your profession
- A professional network of new contacts, a line of communication and a forum for the exchange of ideas and information within your profession.
- www.wifca.org, our professional website with the latest information about football in Wisconsin which provides unlimited resources to meet the needs of member coaches.
- 2 Badger tickets to home football games



REMEMBER TO RENEW YOUR MEMBERSHIP BY SEPTEMBER 1st!
REGISTRATION ON LINE AT WWW.WIFCA.ORG

COACHCOMM
COBALT
PLUS

COMMUNICATION WITHOUT COMPROMISE

PROUD SPONSOR



**WINNING TEAMS AT EVERY
LEVEL TRUST COACHCOMM.**

ALL-IN-ONE **NEW!**
A1 WIRELESS HEADSET

- Lightest, best-fitting All-in-One headset
- No setup required & easy to use
- No cord!
- Superior sound quality with intelligent noise cancellation
- Up to six customizable channels with unlimited users
- No basestation
- Durable weather-resistant construction
- Mix-and-match All-In-One with traditional Cobalt PLUS beltpacks and player receivers
- Revolutionary Drop-In Wireless Headset Charger available



SMARTBOOM® PRO
ON/OFF OPERATION
with ambidextrous design
(left or right side boom)



CALL TODAY OR VISIT OUR WEBSITE FOR MORE INFO



800.749.2761
WWW.COACHCOMM.COM



Editor, Director of Communications and Corporate Sponsors, Tom Swittel



Tom Swittel

I am writing this article with the start of football practice a week away. Many of you are coming off your Contact Days. I'm sure all of you are in a full mode football mindset. Optimism is high and all of the goals you have set for yourself and your team are out there to achieve. I wish all of you the best of luck this year.

The 2024 WFCAGrant was made available shortly after the Spring Clinic ended, the fourth year of availability. As a reminder, the purpose of WFCAGrant is to supplement high school football budgets beyond what a typical budget offers. So, basic equipment needs such as helmets, shoulder pads, uniforms, coach's salaries, etc., are not a part of the Grant. These items are covered, or should be covered, by a typical football budget. The emphasis for the WFCAGrant is player safety and injury prevention. Grant requests that fall into this category carry the most weight when Grant requests are reviewed. Grants up to \$3,000 are rewarded, but smaller Grants are considered, also. Up to \$50,000 is set aside yearly by the WFCAGrant for this purpose.

A total of 72 schools applied for the 2024 WFCAGrant. Of those 72 schools, 20 were chosen for the Grant with a total of \$49,488 awarded. Some of the items bought with the Grant include: Guardians, tackle mats, tackle wheels, water bottles, and crash pads.

Schools from across the state and from all divisions

were included in this year's Grant winners. Schools awarded 2024 Grants were: Mauston, Fall River, Belleville, Oostburg, Grantsburg, Riverdale, New Auburn, McDonnell Central Catholic, Rib Lake, Southwestern, St. Croix Falls, North Crawford, Randolph, Clayton, Pepin, Rosholt, Colby, Pecatonica, Pewaukee, and St. Francis.

112 schools have been awarded the WFCAGrant in the four years it has been available. A total of \$263,767 has been handed out. Over 25% of schools that play football in the state of Wisconsin have received a Grant in the last four years. There is no question that this is one of the most worthwhile programs the WFCAGrant offers. This is a unique program as we are not aware of any other State Association that does something like this. I'd like to extend a huge thanks to the WFCAGrant Committee for working with me to make this happen. Grant Committee members are Matt Binsfeld, Steve Lyga, Don Kendzior, and Jim Hagen.

The WFCAGrant Podcast just finished season two with 22 episodes. As in season one, Paul Nievinski, Tom Yashinsky, and myself hosted the Podcast this past season. The purpose of the WFCAGrant Podcast is to discuss important topics related to football. There are no football related subjects that won't be discussed. We try to talk about these topics in an informative and entertaining way. When we examine a theme, we get

the "experts" in that area on to explain and exchange views on and about whatever is being scrutinized.

A sampling of episodes and topics discussed include: New Badger coaches A.J. Blazek (O Line) and E.J. Whitlow (D Line). We covered Auto Seeding with Tony Biolo. We went through the All-State Selection process with Mike Gnewuch (Mukwonago). We spent several Podcasts discussing the Tournament Performance Factor with Tom Lee (Aquinas), Scott Hilber (Mayville) and Toby Golembiewski (Monroe). We did three Podcasts at the Clinic featuring Tim Polasek (North Dakota State), Keith Klestinski (Milwaukee Marquette), and Jeff Trickey (WFCAGrant Hall of Fame member and his QB Camps). We also talked to Matt Hensler (Lake Geneva Badger) and retired Milwaukee Marquette Coach and WFCAGrant Hall of Fame member, Dick Basham. There were other Podcasts, as well.

You can access all of the WFCAGrant Podcasts by going to the WFCAGrant website in case you missed some or all of the Podcasts. We are gaining listeners with every Podcast we do. Thanks to all of our loyal listeners.

Once again, best of luck this season. Thank you for your continued support of the WFCAGrant. Please feel free to contact me at: swittelt@gmail.com or (414) 315-1131 with any thoughts or comments you may have.



**PLAYER
COMBINE
PROFILES**

**SIGN UP AT
EPOCHRECRUITINGWI.COM**

 **@WIFCA
@EPOCHRECRUITING**

 **HIGHLY ENDORSED BY D1, D2 & D3 RECRUITERS**

**PREMIER SOURCE FOR HELPING THE RECRUITING
PROCESS FOR COMBINE PARTICIPANTS.
PROFILES BUILT AROUND REQUESTED
INFORMATION DIRECTLY FROM RECRUITERS**

PROFILES INCLUDE

- **WFCAGrant OFFICIAL COMBINE RESULTS**
- **VIDEO HIGHLIGHTS**
- **COMBINE RANKINGS**
- **SECURE CONTACT/TRANSCRIPT
INFORMATION FOR RECRUITERS**
- **AND MORE!**

Doing more for kids.

Thanks to you.

For more than 125 years, we've been there for the kids and families of Wisconsin — and you've been there with us.

Now, we're doing more for kids in more places than you could ever imagine.

- Launching a \$150 million initiative to improve the mental and behavioral health of kids
- Providing foster care and adoption services that help 9,000 kids annually find safe and loving homes
- Identifying the link between vaping and serious lung disease in teenagers — the first health system in the country to do so
- Giving the kids of our community the highest quality care available anywhere in the world — right here in Wisconsin

These are just a few examples of why we've evolved our name to reflect our commitment to giving kids and families what they need to grow and thrive.

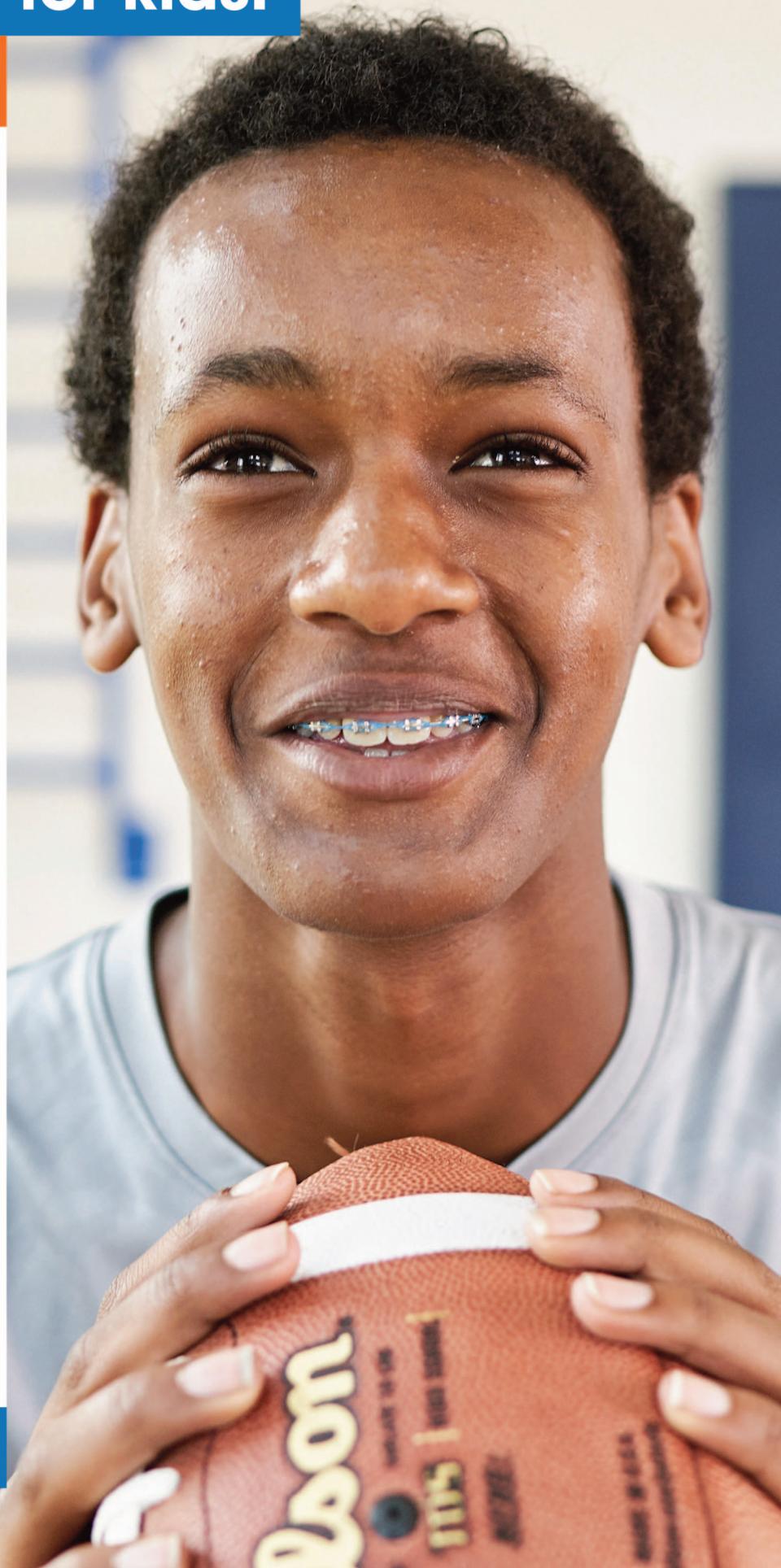
As always, we are grateful for all the generous families, champions and donors who believe, like we do, that kids deserve the best.

Thank you to the Wisconsin Football Coaches Association for your partnership and for helping us help kids.



Kids deserve the best.

childrenswi.org



Hall of Fame Chairman, John Hoch



John Hoch

Summer is coming to a close and football is around the corner. I hope everyone was able to get some time to enjoy their summer with family and friends. I am excited to be volunteer coaching again this fall - I just can't seem to give it up. The WFCAs Clinic was very well attended and our WFCAs Hall of Fame Banquet was outstanding. I would like to thank all those involved in preparing for this event – especially Charna. Next year our Hall of Fame Luncheon will be on Friday, April 3rd. Put it on your calendar so you can attend this event.

We want to continue with our efforts to raise money for scholarships. Every year we are amazed at the great individual student athletes that apply for our scholarships. With your donations and the fund raising efforts by Jerry Golembiewski and his group, we can continue to provide these student athletes with significant financial support. Donating is a great way for coaches to give back to this great game of football. On page 10, there is a list of donations received at this time. We want to make sure everyone who donated is acknowledged, so if we missed you please let us know and we will get it corrected. This serves as a friendly reminder to help with the scholarship fund. For all of you who have already contributed – WE THANK YOU!

The 2025 class selected for the induction to the Wisconsin Football Coaches Hall of Fame is another great group of coaches. If you have time please drop them an email or note congratulating those listed for the 2025 Hall of Fame class and Award recipients.

We have lost one great individual who dedicated himself to making football great in Wisconsin since our last issue came out in the spring. Please keep his family and loved ones in your prayers.

In Memoriam

JOHN STELLMACHER

October 10, 1960 - July 2, 2024

JOHNSON CREEK - John Scott Stellmacher, formerly of Jefferson, passed away at home surrounded by his family on Tuesday, July 2, 2024, after a courageous battle with cancer. John was born on October 10, 1960, in Ripon, WI, to Howie and Mae (Stumpf) Stellmacher. The oldest of four boys, he grew up in Baraboo, WI and was a tremendous athlete from a young age.

John excelled in sports at Baraboo High School, earning letters in track, football, and basketball as well as All-Conference Honors in both football and basketball. John graduated from UW-Madison in 1983 with a Bachelor's degree in Secondary Math Education and a minor in Coaching.

He immediately began his teaching and coaching career at Jefferson High School, where he would spend more than 33 years. John was a dedicated teacher of geometry, algebra, and applied math, who cared deeply about his students and their success. He went on to earn his Master's degree in Curriculum and Instruction from UW-Whitewater in 1998.

While at Jefferson High School, John spent countless hours dedicating his time and talents to coaching. He coached both basketball and football for nine years before deciding to focus exclusively on football. John coached football at JHS for a total of 33 seasons, 28 of which he served as the Defensive Coordinator at the varsity level. He achieved significant success during his time as a football coach, amassing 14 playoff appearances, seven conference championships, and a state championship in 1991. He was a two-time recipient of the Rock Valley Assistant Coach of the Year award and was named the Wisconsin Football Coaches Association (WFCAs) District XVII Assistant Coach of the Year in 2016.

After retiring, he was inducted into the WFCAs Hall of Fame Class of 2018, and plaques bearing his name continue to hang in both Camp Randall and Lambeau Field. Among those who played for him and coached with him, John will forever be known for his tireless preparation, dedication to his players, and legendary pregame speeches.

<https://www.legacy.com/us/obituaries/wisconsinews/name/john-stellmacher-obituary?id=55508917>



WFCAs HALL OF FAME CLASS OF 2025

Jack Batten, *West Depere/Green Bay East/Green Bay Preble HSs*

Bob Hepp, *Independence/Viroqua Manitowoc Lincoln/Campbellsport Portage/Pardeeville HSs*

James Knudson, *Cambria-Friesland HS*

Tom Kujawa, *Cudahy/Germantown HSs*

James Matthys, *Brodhead-Juda HS*

Pete McAdams, *(SPASH)/UW-SP*

Cory Milz, *Black Hawk HS*

Mike Olson, *Pepin-Alma HS*

Jim Peterson, *Clayton/Rice Lake HSs*

Dave Puls, *Lodi HS*

James Schara, *Cedarburg/Southern Door Homestead HSs*

William Stanley, *Menomonie HS*

NATIONAL HIGH SCHOOL ATHLETIC COACHES ASSOC. HALL OF FAME

Greg Lehman, *Milwaukee Washington HS*

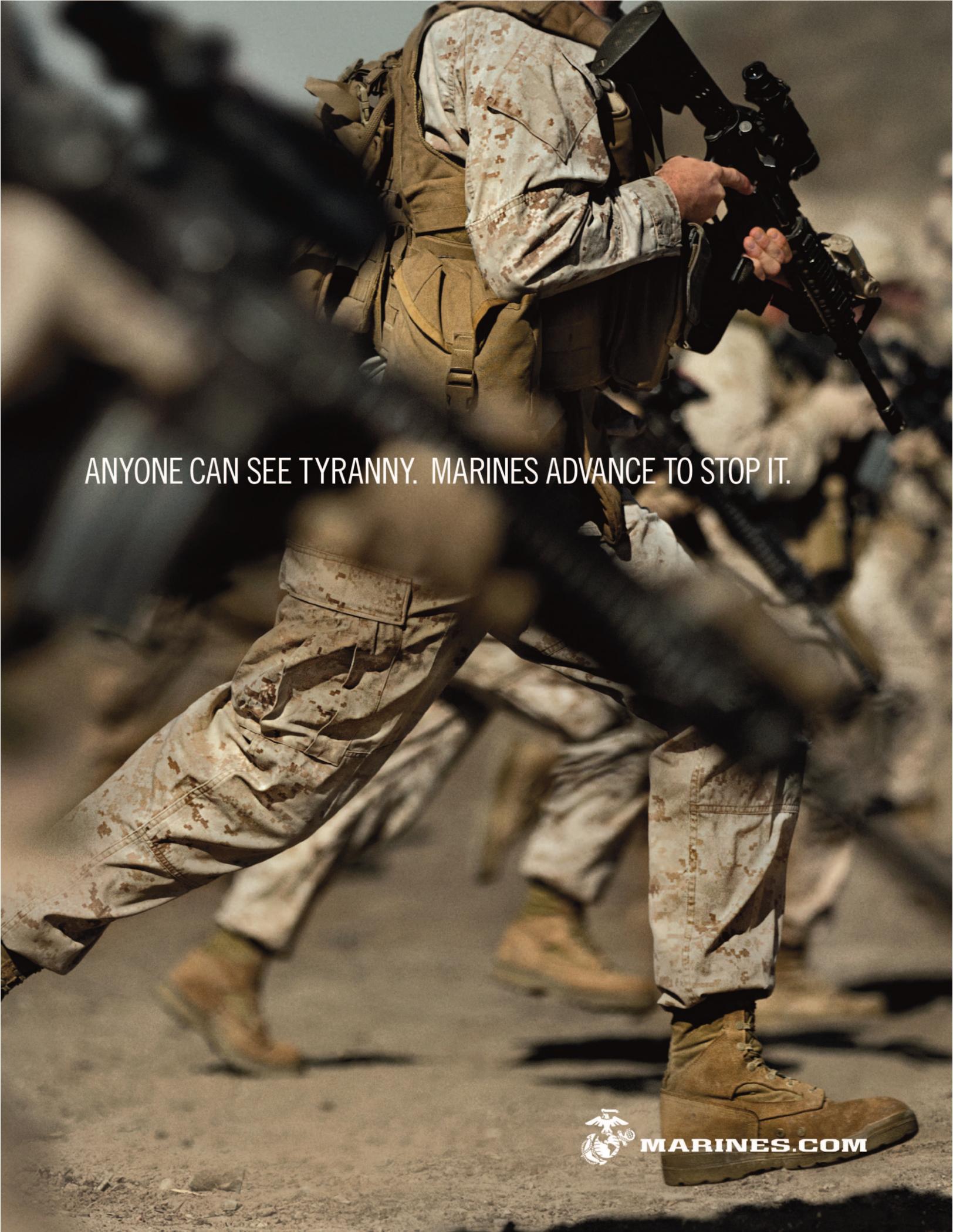
Chuck Raykovich, *Chippewa Falls HS*

DAVE MCCLAIN DISTINGUISHED SERVICE AWARD

Bob Brainerd, *Media Broadcaster*

MARGE AND DICK RUNDLE POSITIVE INFLUENCE OF COACHING AWARD

Anton Graham, *Racine Case HS*



ANYONE CAN SEE TYRANNY. MARINES ADVANCE TO STOP IT.



MARINES.COM

2024 CONTRIBUTIONS TO THE WFCA HALL OF FAME SCHOLARSHIP FUND.

Mike Beck	\$100.00	Stan Grove	\$100.00	Dennis Moon	\$100.00
Bob Berezowitz	\$100.00	Ron Grovesteen	\$140.00	Rick Muellenberg	\$100.00
Dan Brunner	\$300.00	<i>& '18 South Large All-Star Coaches In Memory of Toby Golembiewski</i>		Brad Nemece	\$100.00
Frank Budzisz	\$100.00	Bill Hoagland	\$100.00	<i>In Memory of Bruce Larson</i>	
Jim Bylsma	\$100.00	John Hoch	\$100.00	Paul Nievinski	\$100.00
Doug Chickering	\$100.00	Douglas Hjersjo	\$100.00	Bill O'Leary	\$100.00
Jim Chossek	\$100.00	Wayne Jentz	\$100.00	John Phelps	\$100.00
Rick Coles	\$100.00	Dennis Johnson	\$100.00	Pat Rice	\$100.00
Bob Detlaff	\$100.00	Richard Jones	\$100.00	<i>In Memory of Bill Rice</i>	
Toy DiSalvo	\$100.00	James Kemerling	\$100.00	Dave Richardson	\$100.00
<i>In Memory of Bruce Larson</i>		Don Kendzior	\$100.00	Jeff Rosemeyer	\$100.00
Mike Dressler	\$100.00	Gary Kolpin	\$100.00	Jerry Sinz	\$100.00
Gregg Dufek	\$200.00	Carlos Kreibich	\$100.00	Fred Spaeth	\$100.00
Gregg Dufek	\$100.00	Joe LaBuda	\$100.00	Dan St. Arnauld	\$100.00
<i>In Memory of Toby Golembiewski</i>		Len Luedtke	\$100.00	Mark Traun	\$100.00
Bill Forster	\$100.00	Jim Meckstroth	\$100.00	Bill Turnquist	\$100.00
Tom Fugate	\$100.00	Jim Mekstroth	\$100.00	Carey Venne	\$100.00
Jerry Golembiewski	\$300.00	Mick Miyamoto	\$100.00	Jay Zimmerman	\$100.00

These gifts have been received since January 1, 2024. If you still wish to give to this year's scholarship fund, it is not too late! Make your contribution online at [www.wifca.org/HONORS/WFCA HOF Scholarships](http://www.wifca.org/HONORS/WFCA_HOF_Scholarships), or by sending a check to the office: PO Box 8, Poynette, WI 53955. Questions can be directed to Charna at office@wifca.org or 608.635.7318. Donations will be accepted until December 31st, 2024.

THANK YOU FOR YOUR GENEROSITY!

CONGRATULATIONS 2023 - 2024 SCHOLARSHIP RECIPIENTS

Mason Baumgartner – Prairie du Chien HS	Matthew Nies – River Ridge HS
Samuel Cropp – Bangor HS	Evan Olson – Peping HS
Dawson Farra – Pewaukee HS	Eli Prokop – St. Croix Falls HS
Dane Gemig – Whitnall HS	Wynne Siegert – Potosi HS
Ty Hegarty – New Berlin West HS	Teegan Streit – Edgar HS
Malachi Hulse – Manitowoc Lutheran HS	Jack Sulik – Burlington HS
Abby kaminski – Sun Prairie East HS	Lillie Taylor – Suring HS
Drew Kavanaugh – Sun Prairie East HS	Luke Turkington – Baraboo HS
Aiden Krause – Muskego HS	Ryan Veenendall – Baldwin-Woodville HS
Ashton Krause – Muskego HS	Jack Wellhoefer – Omro HS
Braydon Lockington – Melrose Mindoro HS	Cartyr Sumlin – Melrose-Mindoro HS (Kuhrasch)
Blake Matthys – Brodhead HS	Jason Weaver – Cambria-Friesland HS (Lineman's)



Contact the WFCA office at:

Phone: 608-635-7318

Email: office@wifca.org

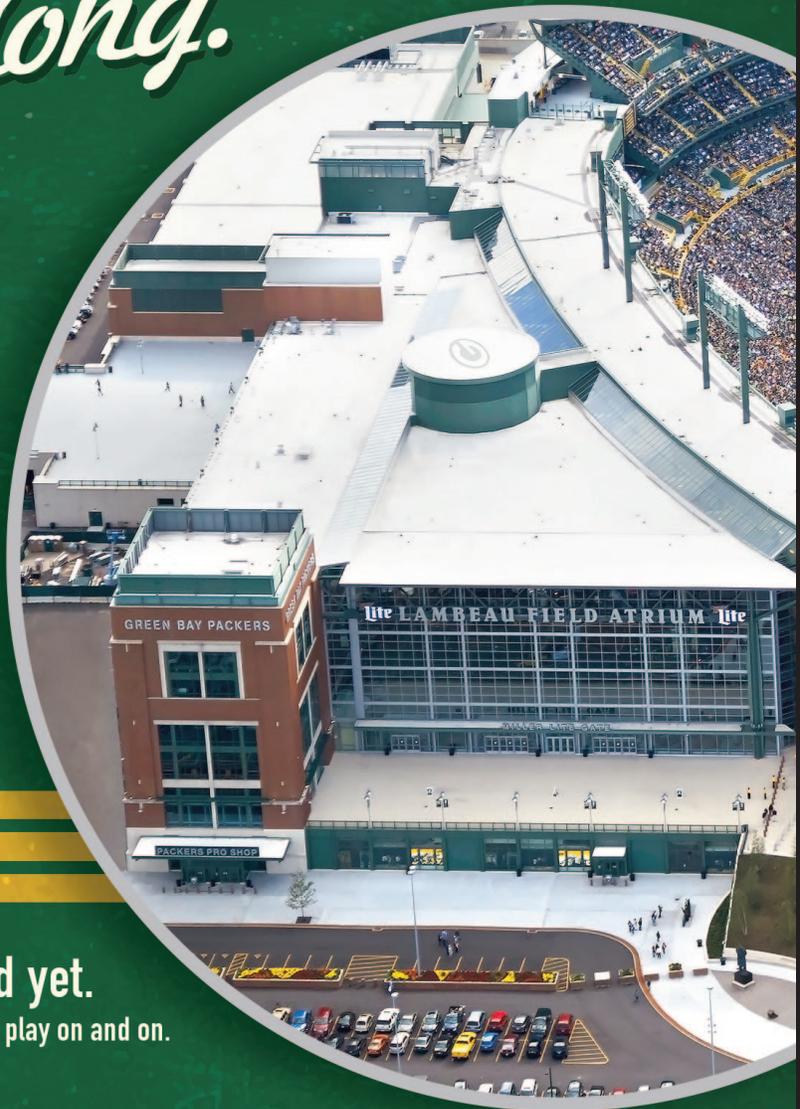
PO Box 8 • Poynette, WI 53955

OFFICE HOURS

8:00 - 4:00, Monday - Thursday

8:00-12:00 p.m. on Friday

*Packers strong
all year long.*



Visit the most legendary Lambeau Field yet.

With ongoing tours, events, shopping and dining, your passion can play on and on.

1919 KITCHEN & TAP • PACKERS PRO SHOP • HALL OF FAME • STADIUM TOURS • BOOK AN EVENT



Remember to visit the Wisconsin Football Hall of Fame located in the Lambeau Field Atrium.

packers.com

WFCA,

Thank you for the stunning floral arrangement you so graciously sent for John's funeral.

Being inducted into the Hall of Fame was the highlight of a stellar Career and he was so proud to be an inductee.

The John Stellmacher Family

WFCA,

On behalf of the Riverdale Football program we would like to thank you for your generous grant of \$2,000 to our football program. This grant has been used to purchase practice equipment that will enhance our efficiency in practice, improve player skill set and reduce the risk of injury by allowing us to partake in more limited contact drills. Thank you WFCA for all you do to promote sports and student-athletes in our state!

Sincerely, Lucas Phelps
Head Football Coach, Riverdale HS

John and Scholarship Committee,

Thank you for awarding me the Wisconsin Football Coaches Association scholarship.

Your confidence in me means everything and I will work hard studying civil engineering at UMD.

Thank you
Ryan Veenendall

Dear John, Charna and Committee,

Thank you so much for planning and organizing such a wonderful event. The WFCA Hall of Fame banquet was so special and all of the work that you put into it is amazing. Thank you, Thank you!

It all ran so smoothly. John always spoke very highly of the WFCA and had a great deal of respect for it's members. I wish he could have been there to receive the honor that the association bestowed upon him. From the processional with the bagpipers, food and atmosphere, MC, Dave Keel and the slide show — all was very well planned and executed for such a large induction and award ceremony.

Thank you again,
Mary Beth, Molly, Tanner, Drew and Mallory Dixon

Dear Wisconsin Football Coaches Association,

I want to thank you for the WFCA Hall of Fame Scholarship, without it, I would not be able to lower my tuition cost and living expenses. I am majoring in forensic investigation and minoring in Spanish and potentially Environmental Science. I plan to use this education to become a police officer and a crime scene investigator. I am also a part of the UW-Platteville's track and field team, specializing in short sprints.

Overall, my college experience has been amazing and life-changing and you are part of the reason I am here. So, once again, thank you for choosing me to receive the WFCA Hall of Fame Scholarship. You have helped me get one step closer to my future success.

Best Regards,
Lillie Taylor

Charna,

I want to thank you for all of your organization and support of the Hall of Fame banquet. It was a very special event for my family and me. All of your support of the WFCA has been amazing!!

Thanks, Mike

WFCA Members,

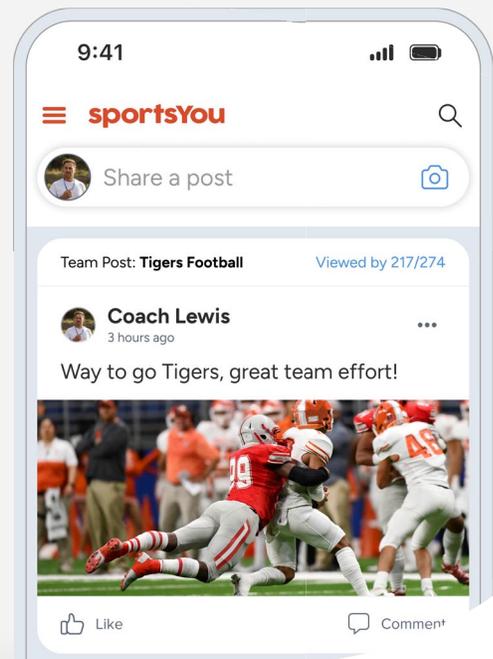
Thank you so much for the beautiful floral arrangement. It was greatly appreciated.

The
Golembiewski
Family



How to Get Your Team/Group Started

Let's get started – it only takes 60 seconds.



1

Create an Account

Download the sportsYou app and use your email or phone number to set up a new account.

2

Set Up Your Team

Tap the blue + button to create your first team. Customize your team profile, and add your games and practices to the calendar.

3

Add Your Members

Share your team access code with players, fellow coaches, and family members to get them connected.

For additional help with getting your department started, visit our [help center](#) or schedule a [brief onboarding session](#) with a sportsYou representative.



Get started for free online or on the app store!
www.sportsyou.com



100% American Owned

GENERAL FOOTBALL

BUILDING A COMPLETE PROGRAM

By: Pat Rice, Retired Head Football Coach, Waunakee Community High School



Pat Rice

I would like to start off by thanking Dan Brunner and the WFCa for allowing me the opportunity to share some thoughts about our football program at Waunakee High School and how we tried to build it in my 32 years as the Head Coach. Throughout my coaching career, I have been fortunate to have been mentored by some great coaches: most notably, my dad, Bill Rice, and my predecessor at Waunakee, Gayle Quinn who helped me learn the game of football and how to teach it to the young men I would encounter. None of this would have been possible without the support of my wife and children. They allowed me to do what I loved for 32 years and it helped build our program.

When building a program, try to focus on four pillars:

1. Staff Development
2. Player Development
3. Youth/Middle School Program Development
4. Booster Club Development (TDC).

Each school is different and you all have different resources, but my hope is that you can take one or two ideas away from how to build these pillars (if not all of them) into your program. My advice would be to try not to incorporate all in one year. It is a gradual progression that can take shape over time.

I: Staff Development

You are only as good as the coaches you have around you. Without the help of a dedicated staff, we would not have been able to sustain the success that we have had. My first year as the Head Coach, there were 12 High School Assistant Coaches, and this past year, there were 24 High School Assistant Coaches. When going about staff development, hire people you trust

who are relationship builders and love working with kids. Once they are on your staff, lay out the expectations for them, provide them information on roles and responsibilities, and give them the resources they need to be successful. To help develop our staff, we have monthly staff meetings in the offseason to break down our games from the previous year and look for ways to get better. We also spend time breaking down upcoming opponents from our league or new opponents that will be on our schedule the following year. Finally, as part of the process, we will meet with other staff (High School or College) with similar schemes to learn from them while also attending clinics.

II. Player Development

Player development at the High School level has played an instrumental role in the success over the past 32 years. Player development is a multifaceted process, involving physical improvement, football development, and character development. Individual post-season meetings take place with their position coach to go through an evaluation process and ways to improve as an athlete. Our athletes are given a next step guide to help them begin their off-season process which includes weight training and nutrition. We encourage participation in multiple sports which will help with their overall development while giving them an opportunity to compete and build relationships with their teammates. Our program provides a Leadership Council we encourage our players to join. There is a set curriculum that is designed to help them with character development and leadership traits. Finally, we provide a recruiting seminar to educate our players and their families on the realities of recruiting and how to begin the process of playing at the next level.

III. Youth and Middle School Program Development

The evolution of our program is not limited to the High School program. Our Middle School and Youth Football programs had to be created from scratch. Both programs were created as alliances with other like minded programs that focused on “Fun and Fundamentals” while making winning a distant thought. We have given our 4th - 8th grade students two options to choose from: our tackle football program or our flag football program (community/rec). It does not matter to us which one they choose, we just want them playing football. It was also

very important that our schemes are linked up with both our 4th - 8th grade programs so we have a curriculum for each grade level and help teach our Youth/MS coaches the schemes and the drills to help them be successful. The goal was to create an atmosphere where athletes were learning the game of football and its fundamentals, while beginning to create bonds with teammates that would develop as they continued to play football together through the years. This has led to a surge in numbers and, quite frankly, has been the cornerstone of our SUCCESS.

IV: Booster Club (Touchdown Club Development)

The best piece of advice I received in regards to Booster Clubs was either you run it, or it runs you. Our Touchdown Club was created to help offset budget shortfalls for equipment and items our school district couldn't provide. The TDC consists of the parents of our players and is led by myself. As the leader, I appoint a Chairperson (President) who in turn appoints a Vice Chair, Treasurer, and Secretary. Together we have parent class reps from the middle school all the way up to 12th grade to form committees. Some of the committees are in charge of our annual golf outing, raffle, pot luck, team meals (During 2-A-Days, after games, etc. . .), as well as Advertising. Since its inception, the TDC has provided many opportunities for our players including new field turf for our stadium and a brand new weight room just to name a few. Without their help, we would not have a lot of the equipment we have today, not to mention our yearly highlight video. It is a great organization that helps make our program function to the best of its ability.

This is certainly not all the details of our program, rather some of the main points. There are no shortcuts, and no magic bullets. In order to have sustained success you need to put in the time. Not everything mentioned in this article is the most glamorous, but each step is critical to being successful.

To conclude, I hope this article gives you a small insight into what has helped build the Waunakee Football Program. I hope you can take one or two things away from this article and implement it into your program. Remember, Rome was not built in a day. Do not try to implement this all in one year. If you ever need help with program development or want any advice, feel free to send me an email at patrice@waunakee.k12.wi.us will help any way I can.

DYNAMIC[®]

FITNESS & STRENGTH

**EXPERIENCED, AWARD-WINNING MANUFACTURING
THAT TAKES YOUR WEIGHT ROOM TO THE NEXT LEVEL**



BEST QUALITY. BEST VALUE. BEST SUPPORT. BEST PEOPLE.

mydynamicfitness.com

844-678-7447

**MORE STRENGTH
PER SQUARE FOOT[®]**



COACHING PROPER TECHNIQUES IN FOOTBALL IS KEY TO CONCUSSION PREVENTION

By: Dr. Nick Schmidkofer, Chiropractic Neurologist, Assistant Football Coach, Muskego High School



Dr. Nick Schmidkofer

REPETITION is necessary when coaching football, especially for adolescents. I know this topic is not jump-out-of-your-seat worthy, but that does not make it less important. Just like we use repetition to teach our players, sometimes we need repetition and reminders regarding player safety.

This article will not discuss specific blocking and tackling drills. Rather, it focuses on research supporting how coaching proper techniques in football can decrease concussion risk. Keeping players safe will increase team numbers and football participation.

Concussion education is one of the best strategies for concussion prevention and keeping players safe. Education must be for players, parents, and coaches because all participate in concussion identification and player disclosure. Another concussion prevention strategy is coaching proper techniques.

Teaching and using proper techniques in football can help reduce head impacts and concussions. This starts with the coaches' education, transferring that knowledge to players, and players adhering to correct techniques. It involves everything from helmet fitting to helmet use, tackling to blocking.

Teaching Proper Helmet Fit is the Coach's Responsibility

While helmets can decrease moderate and severe brain injury, they are not effective at preventing concussions. More importantly, improperly fitted helmets can increase the severity of concussions leading to longer recovery times.¹

Players need to know what a properly fitted helmet feels like and maintain this fit while playing football. This may include appropriate helmet size for one's head, adding air to specific bladder-inserts within the helmet, and ideal chinstrap tightness.

Every coach is required to understand how to fit a helmet to each player and stress the importance of maintaining proper fit to them. Then, the coaches must periodically check helmet fit

to ensure that players are maintaining the necessary requirements.

There is evidence that up to 80% of both youth² and high school³ football players do not maintain adequate fitting of helmets over the course of a football season. This exploits a large area for growth and improvement regarding concussion prevention in youth and high school football.

Coaches Must Ensure Players Understand Proper Helmet Use

Just because a helmet properly fits, does not mean that players know how to use a helmet. Players must be taught the purpose of the football helmet, which requires proper instruction from coaches to players.

All helmets have certification by the National Operating Committee on Standards for Athletic Equipment (NOCSAE), and they require a proper warning label.⁴ Each year while playing tackle football, we were required to read that warning label aloud as a team to start each season. That warning label includes the dos and don'ts while wearing a football helmet, injuries a football helmet cannot prevent, symptoms of brain injury, and potential risks of playing football.

While these uses and potential consequences are made very clear to players, some choose not to follow the rules and make risky behaviors during competition. A survey of 177 high school football players from Hawaii showed that 90% of players were aware of head injury consequences.⁵ Yet, 46% of them said they intentionally initiated helmet to player contact at least once during a game the previous season.

For this reason, coaches must not only teach proper techniques that decrease helmet contact, but they also must continually demand players use them through constant coaching, reinforcement, and punishment. At Muskego, we make notes on practice and game film to praise good blocking and tackling and emphasize correcting improper techniques.

Players Use Proper Techniques in Football when Stressed by Coaches

Despite some evidence showing players will intentionally use their helmet incorrectly, a very high percentage of tackles are likely performed correctly in youth and high school football games. One large study assessed tackling techniques that coaches were teaching and those used during games from youth, middle school, and high school football teams in Texas.⁶

A total of 136 coaches were surveyed regarding their teaching and phrases used while coaching tackling. Over 85% of coaches used the phrase "keep your head up," and the major-

ity used phrases like "see what you hit" and "hit, wrap, and drive."⁶

Then, a single orthopedic resident assessed 1000 consecutive tackles from each age group for proper tackling technique from the game film that coaches provided.⁶ He found that 88% of the tackles were attempted with one's head up, and this was as high as 93% at the youth level. However, the youth and middle school levels had the most missed tackles at around 25% compared to the high school level at only 12%. This may be due to skill level differences in these age groups.

From a success standpoint, head-up tackling had an 81% success rate of finishing the tackle versus a 63% success rate from head-down tackling.⁶ This fact alone can help convince kids that keeping their head up will improve their tackling skill on top of the safety benefits. Moreover, 92% of head-up tackles occurred at or above the waist.

Using Proper Techniques in Football Begins with Coaches' Education

Coaches' education for proper blocking and tackling techniques is important on top of concussion education.

USA Football instituted the Heads Up Football (HUF) educational program in 2012. Now called the League Excellence Program, it includes many objectives: firsthand training of equipment fitting, tackling technique, strategies for reducing player-to-player contact, concussion recognition and awareness information, and identification and management of exertional heat illness and sudden cardiac events.⁷

Each USA Football League was required to have a Player Safety Coach (PSC) who worked to distribute and monitor safety strategies to the other coaches in the league.⁸ The PSC for each league did not coach a particular team. Rather, the PSC ran a clinic at the beginning of the season to introduce and review HUF concepts. This individual urged all league coaches to get USA Football coaching certification online. During the season, the PSC was required to be at all league practices to ensure proper HUF protocols were maintained.

Educational Programs for Coaches can Decrease Injury Rates

The HUF educational program can decrease injury rates, concussion rates, and head impact exposure. One study looked at injury rates for three Indiana high school football teams that had a Player Safety Coach versus three teams that the coaches only used online education.¹⁰ From the overall 25,938 athlete exposures, there were 149 total injuries, 54 from the teams using the PSC versus 95 from teams using education only. Both the practice and game injury rates

CHAMPIONSHIP RINGS



THEY

NEVER SAID IT WOULD BE EASY

THEY ONLY SAID IT WOULD BE

WORTH IT



Midwest Scholastic has partnered with the WFCFA to provide the State Championship Rings throughout the state of Wisconsin. Simplified, streamline process makes it easy on the coach. Great pricing makes it affordable for the parents. Contact us for more details.

Mark Fredrickson

markf.mws@gmail.com

mwscholastic.com

J.C. Fish

jcf.mws@gmail.com

were lower in the PSC teams along with only 2 concussions reported compared with 15 in the education only teams.

A similar study looked at concussion rates among 14 high school teams with a PSC compared with 10 high school teams without one.¹¹ There were 2,514 football players in total with 117 concussions over the season. The HUF players had a 33% lower concussion rate than the non-HUF players (4.1 vs. 6.0 concussions/100 players). The HUF players also returned to play faster, on average, within 18 days compared with the non-HUF players over 25 days.

These studies show that coaching education on both proper techniques and concussion awareness can have a great influence on injury and concussion prevention.

Coaches Must Understand the Importance of Reviewing Proper Techniques in Football

Some coaches may feel that they do not need any additional training. They assume they have all the knowledge they need about football technique and safety. Unfortunately, this attitude can put players at risk.

Many fields require continuing education for workers. Even high school coaches have yearly requirements to complete courses on hazing, sexual harassment, and concussions. Therefore, it should not be difficult nor trivial to add education reviewing the proper blocking and tackling techniques that optimizes player safety.

Already, many coaches voluntarily attend conferences in the off-season to increase their knowledge of football strategy and player development. Requiring a short course specific to appropriate techniques that emphasize player safety could be easily implemented.

Luckily, more coaches are starting to be receptive to player safety concerns and rule changes. A study doing phone interviews with 18 youth football coaches found most coaches were receptive to rule and policies changes to make football safer.¹³ Also, most thought that learning tackling at a young age helped prepare them for their later playing years. They believed that kids should start playing tackle football at a young age.

Being a former player that played from 2nd grade through high school and now coaching high school football, I can support this belief. However, coaches and parents must understand the goals of youth football. This age group is about the kids having fun and learning. They should learn football-related skills, build character, utilize time-management, and experience teamwork. I urge coaches and parents to maintain this perspective.

Summary

Using proper techniques in football is necessary for player safety. Football coaches are responsible for ensuring players use proper blocking and tackling techniques. Coaches at all levels should undergo training that emphasizes player safety.

Each team or league would also benefit from using a player safety coach whose job is to teach other coaches about safe techniques and concussion education, update drills and practice schedules to decrease head impacts, and oversee proper execution of this training.

Continuous learning and reviewing of proper techniques and concussion information cannot only make better coaches but can also keep players safe. Coaching proper techniques are effective at reducing concussions and head injuries in football.

Any questions? Feel free to contact me by email () or on social media (@indefenseoffootball on Instagram and @defendfootball on X). More information is on the blog (indefenseoffootball.com) and for clinical care (www.neurologicwellnessinstitute.com).

References

1. Greenhill DA, Navo P, Zhao H, Torg J, Comstock RD, Boden BP. Inadequate Helmet Fit Increases Concussion Severity in American High School Football Players. *Sports Health*. 2016;8(3):238-243.
2. Yeargin SW, Lininger MR, Coughlin M, et al. Improper Fit in American Youth Football Helmets Across One Competitive Season. *Ann Biomed Eng*. 2021;49(10):2924-2931.
3. Faure CE. An examination of football helmet fit and players' helmet air maintenance habits in relation to concussion in high

school football programs. *Appl. Res. Coaching Athletics Annu*. 2015;30(1):56-83.

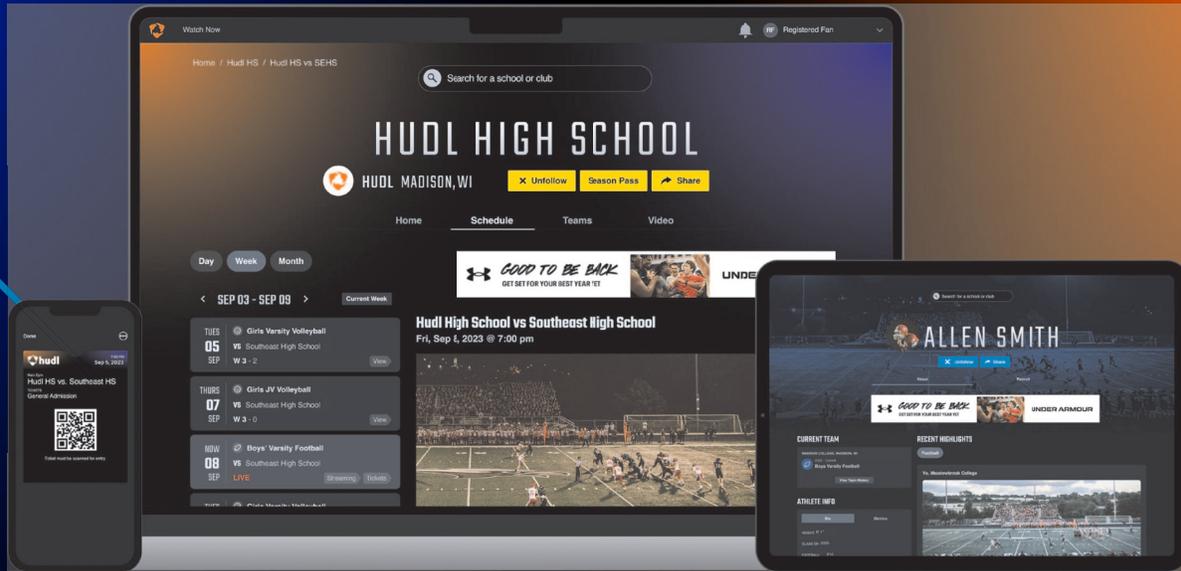
4. National Operating Committee on Standards for Athletic Equipment (NOCSAE). Statement on Shared Responsibilities. Accessed January 22, 2023. <https://nocsae.org/standards/statement-on-shared-responsibilities/>
5. Kuriyama AM, Nakatsuka AS, Yamamoto LG. High School Football Players Use Their Helmets to Tackle Other Players Despite Knowing the Risks. *Hawaii J Med Public Health*. 2017 Mar;76(3):77-81.
6. Stockwell DW, Blalock R, Podell K, Marco RAW. At-Risk Tackling Techniques in American Football. *Orthop J Sports Med*. 2020;8(2):2325967120902714.
7. USA Football. League Excellence Program. <https://usafootball.com/programs/league-excellence-program/>. Accessed July 8, 2023.
8. Kerr ZY, Kroshus E, Lee JGL, Yeargin SW, Dompier TP. Coaches' Implementation of the USA Football "Heads Up Football" Educational Program. *Health Promot Pract*. 2018;19(2):184-193.
9. USA Football. Certifications. <https://footballdevelopment.com/courses-certifications/>. Accessed July 8, 2023.
10. Kerr ZY, Dalton SL, Roos KG, Djoko A, Phelps J, Dompier TP. Comparison of Indiana High School Football Injury Rates by Inclusion of the USA Football "Heads Up Football" Player Safety Coach. *Orthop J Sports Med*. 2016;4(5):2325967116648441.
11. Shanley E, Thigpen C, Kissnerberth M, et al. Heads Up Football Training Decreases Concussion Rates in High School Football Players. *Clin J Sport Med*. 2021;31(2):120-126.
12. Sarmiento K, Waltzman D, Borradaile K, Hurwitz A, Conroy K, Grazi J. A Qualitative Study of Youth Football Coaches' Perception of Concussion Safety in American Youth Football and Their Experiences With Implementing Tackling Interventions. *Int Sport Coach J*. 2021;1(9):10.1123/iscj.2020-0004.

Mark your calendar for next year Now!

WFCA SPRING FOOTBALL CLINIC

April 3 - April 5, 2025

Marriott Hotel in Middleton, Wisconsin



Teams. Streams. State title dreams. It's on Hudl.

The chase for a state championship is on, and Hudl makes it easy to support your teams and athletes.

Livestreams and schedules.

Watch every game live or discover upcoming games and start times.

Scores and stats.

See every outcome and key numbers after the game.

Highlights.

Get caught up with game recaps or relive the special moments.



Never miss a moment. Everything you need to cheer for your favorites is on Hudl.

Download the Hudl Fan app or find your favorite schools at fan.hudl.com



THE UPCOMING CHANGE TO YOUTH SPORTS

By: Carmen Pata, Former Strength Coach, UW-River Falls



Carmen Pata

For over two decades I was a witness to the end of most people's competitive athletic career. Yes, I worked with some athletes that were fortunate enough to get a professional contract, but nearly everyone else either walked away from playing their sport or have transitioned into playing old man/lady bar leagues. Being in the position of seeing the culmination of all the years of practice, competition, and training put me in a unique position to see the different strategies that are prevalent in youth sports and how that has changed over the years. For the majority of my career this observation was done very passively as I inherited people from all sorts of athletic background and seeing the physical trauma they carried as freshmen or transfers came into the weight room for the first time while I heard from the returners the mental trauma they experienced from, I hope, well meaning "coaches" whose coaching education was no more than the way they did it back in the day. Now that I am the proud papa of two high energy boys that are beginning to enter the world of youth sports, I have spent much more time critically looking at the world of youth sports. You could even say that I have developed a beautiful obsession with youth sports.

If you take a drive around town on a Saturday or Sunday and pay attention to the athletic complexes that anchor your city you are going to see almost non-stop use. Every field is going to have a sea of parked cars and the rainbow of canopies that surround the oasis of beautiful green turf. Every diamond is being used as kids hack at tee's or even the overly brave parent pitching from way too close. Even the indoor facilities offering basketball, hockey, or other indoor sports are not immune to the rush of weekend use by overly excited kids with their overly tired but highly caffeinated parents in tow. What gets me is how the youth are pushed to the extremes of the day, where they see dawn's early light or they get to watch the sun's fiery kiss to the night sky at sunset. It is like the people scheduling these events are ignorant of

the CDC's guidelines that school age kids should get between 9-12 hours a sleep while teens should be sleeping 8-10 hours each night.

Even beyond the crepuscular schedule, there is another growing concern that I don't have a direct solution for. As I'm writing this we, as in all of mankind, are coming off of a new but unwanted streak of the four hottest days in recorded history for my favorite planet, Earth. While I am in a northern climate, being a part of the Minneapolis-St. Paul metro, we still did not escape the oppressive heat and humidity during the stretch of July 3-6th. As important as it is for me to have my boys know what clean sweat from exercising is, they also need to know what dirty sweat from doing manual labor is like too. This pushed our outside time to earlier in the mornings where we could escape the direct sunlight as it is filtered by the trees near our house while still getting to work with our dirty jobs. Sure, I don't like being up working with them in the early morning, but what else am I going to do? Have two young boys working outside when the sun is burning high and bright directly overhead in the 90 plus degree temperature with a dew point in the upper 60s? That might be OK for an old grizzled ex-football player from the 90s, but not for the two young boys that are in my care.

Life during a heat wave in the greater Minneapolis-St. Paul metro, pales in comparison to some of the population centers in the United States like on the east and west coasts or in the American Southwest or the rest of the world that is dealing with similar heat issues. Don't get me wrong, I think there is a vast number of people in these United States that would greatly benefit from a good dose of suck it up buttercup therapy and doing some dirty work is just what the doctor recommends, but I'm not talking about grown adults here, I'm talking about kids. If you need to hear it, youth are not just miniature adults. Their physiology while similar to a normal adult has some distinct differences. To highlight some of the relevant differences to this conversation:

- They are still developing their temperature regulation ability. So excess heat is a problem.
- They have a higher basal metabolic rate, and they burn more energy. So excess heat is a problem.
- They have a large body surface area, and they lose water more rapidly. So excess heat is a problem.

As you can see, the deck is stacked against children being out in the heat with their physiologic differences. That is not accounting for the lack of acclimatization to the heat, since most people go from their air conditioned house, to their air conditioned car, to another

air conditioned building, and then repeat the cycle. All of this means that when the time comes to be in the heat of summer, it comes as such a shock to their system that the body isn't ready to efficiently protect itself. And again excess heat is a problem.

But let me remind you of another new twist that the summer of '23 introduced. And when I say introduced, I mean we were slapped in the face by the all new air quality hazard conditions that feel like they just appeared like someone just repeatedly chanted Bloody Mary while gazing into a mirror. I remember seeing the pictures of the East Coast of the US looking like it was transported to Mars with a reddish-orange sky replacing the expected beautiful blue skies. I remember receiving the air quality alert warning on my phone and then looking at my wife and deciding who was going to take our youngest to the local outdoor pool for swimming lessons. I mean, when the air quality is on par with a 1980's bingo hall, why wouldn't you want your child to be breathing deeply as they are exerting themselves while trying to learn how to swim? Well, thanks to rational thinking, we decided to stay inside our filtered and air conditioned home. But yet, that night's lessons were still on-going even though the air quality was unhealthy for everyone and especially dangerous for children and those with certain medical conditions including asthma, diabetes, and heart conditions. While I fundamentally believe that you are responsible for your own safety and wellbeing, this scenario should have played out with a cancellation due to the hazards that the ambient environment presented. You know, the way everything gets shut down if there is even a sniff of lightning.

Despite the challenges from avoiding injuries due to the heat and the smoke inhalation, I still believe that we can and should preserve the sanctity of youth sports. Especially football, where kids can still find a way to get dirty and understand what touching actual grass can feel like. As I write this summer is winding down and we are knocking at the gateway to fall, the Labor Day holiday and soon the uncomfortness we all experienced is going to be forgotten with the hustle and bustle of getting ready for school to start and avoiding the unholy combinations of pumpkin spiced concoctions that are being vomited out by the corporate world. But nonetheless, youth sports is on the precipice of change and it is our responsibility as coaches and/or parents to make sure that our organizations are ready to face it. This means that, and parents I'm talking to you, we have to do better than blindly thinking that the people that are taking our money know what is best. Push back on the obscenely early or late practice times. And if you think that the practice and competition schedule is more than a college team or

GAME PLAN NOTEBOOKS

FOR COACHES

2023 MUSTANGS

DEFENSIVE GAME PLAN

GET BETTER TODAY!

Defensive

Offense/Defense

Notes

Offensive

**CUSTOM COVER
ADD TEAM LOGO AND GRAPHICS
CUSTOMIZE WITH SCOUTING PAGES, FILM BREAKDOWN, PLAYCARDS, NOTES, ETC.**

MUSTANG FOOTBALL

QR CODE

Install Notebook

X & O NOTEBOOK

Draw It Up, Write it Down!

70 Page Spiral-Bound Notebook with Notes and Playcard Pages

Youth Teams and Coaches

CUSTOM SPRING BALL/PRESEASON AND SUMMER NOTEBOOKS

TEAM NOTEBOOKS

X & O NOTEBOOK

MUSTANG FOOTBALL

SCOUTING REPORT

2023 MUSTANGS

GET BETTER

CUSTOM NOTEBOOKS FOR PLAYERS!

WWW.XANDONOTEBOOK.COM

- Custom cover
- 110 page spiral-bound, high quality notebook
- Sections for each week of your season

FIND THE

X and O Notebook

THAT WORKS FOR YOUR PROGRAM

FULLY CUSTOMIZABLE

WWW.XANDONOTEBOOK.COM

"The X and O Notebook has been a game changer for us. One of the most valuable pieces of equipment a player can have is a place to write down notes and be able to study the game. In our chalk talks, players would bring in random notebooks or even scratch pieces of paper. Now we have one book they can bring to every meeting and write notes in or draw up plays on the pre-made play cards. Thanks to the X and O Notebook, the players have a professional looking notebook they take pride in, stay organized with and make use of each meeting."



Brad Meester

- 2nd Round Draft Pick in the 2000 NFL Draft by the Jacksonville Jaguars
- Started 209 games over a 14 year NFL career
- Offensive Coordinator/Offensive Line Coach at Mount Vernon High School (IA) – 2018-2024
- Head Coach Mount Vernon High School (IA) 2024 – Present

close to a professional level, then go with your intuition and accept that this isn't the best thing for the long term development of your child.

To combat the environmental threats that seems to gain in severity year by year, it means that each organization needs to have a well-documented and simply communicated plan for what is going to happen when the next heat dome settles in over your community or what is the minimal acceptable level of airborne pollutants before the event is going to be canceled. It's either that or to make sure that our elected

officials are actively advancing legislation that can make a significant change in environmental policy. But who's got time for that?

About Coach Pata:

With over 20 years of experience as an NCAA college strength coach, I've worked with over 10,000 athletes and I am a four-time nominee as the National Strength and Conditioning Association's College Strength Coach of the Year. Part of my job is learning how to set the athletes up for success both in the weight room and when they compete.

Taking a combination of my Master's degree in Exercise Science and my experience competing internationally as a Masters Weightlifting competitor and champion, I bring a unique perspective to the athletes and coaches with whom I work. As a four-time nominee of the College Strength and Conditioning Coach of the year award, from the National Strength Coaches Association, it has been important to me to keep up with the latest trends and research to provide my professional advice. Starting my own company, has let me support others in achieving their dreams and goals.

ALL ABOUT PRACTICE AT HAMILTON

By: Justin Gumm, Head Football Coach, Hamilton High School



Justin Gumm

First off, I want to thank the WFCA for inviting me to write an article for the prestigious *Point After II* Summer Clinic Manual. I would not be here today if it weren't for a lot of coaches having huge impacts on my life. This game is all about relationships and I am so lucky to have formed some of the best because of this sport!

Today, I am going to be going over our culture, specifically the practice culture in our program. We define CULTURE in our program as "CONNECTING PEOPLE." With putting relationships as our number one priority, everything else (norms, values, beliefs - Our HOW) falls underneath that.

HOW DO YOU KNOW YOUR CULTURE IS WORKING?

1. Best players are your hardest workers
2. Their voice becomes your voice
3. Three types of teams
 - A. Bad Teams = Nobody Leads
 - B. Average Teams = Coaches Lead
 - C. Elite Teams = Players Lead. We want to be a player lead team, in everything we do!

WHY EMPHASIZE CULTURE?

1. Sets a standard
2. Separates you from the rest
 - A. Chip Kelly - Difference in the NFL (where there is salary cap and last team drafts first, and all are on level playing field, etc.) is TEACHING METHODS - that is what separates teams.

- B. How teams with less talent (stars) beat those with more?
3. Defines HOW you will do EVERYTHING
4. Bigger than football
 - A. Finish (+3) = through a line, through a cone, etc. - vs Job, Father, Husband, Faith, etc.
 - B. Winning and EVERYTHING we do is taught as a value (Life)
 1. Today's generation needs to know WHY
5. CULTURE - It's not what you do, but HOW you do it!
6. Prioritizes RELATIONSHIPS and you SERVING your players

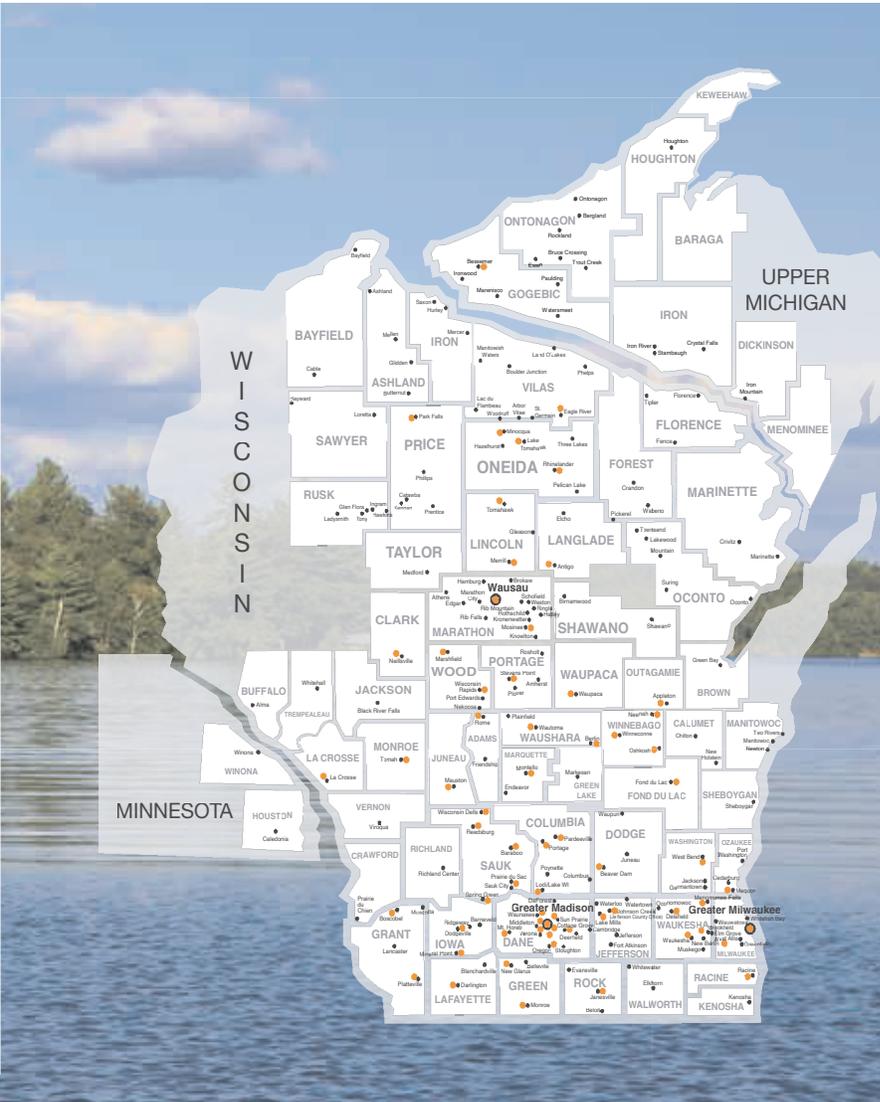
HOW?

1. Meeting First
 - A. Every great practice starts with a great meeting
 - B. Players come dressed, assigned seats, music blasting, intro., greeting (whole other clinic - can use call signs, pillars, etc.)
 - C. Team Meeting, Special Teams Meeting, O/D Meeting, Position Group Meeting
 - D. 1) Culture
2) Install
3) Review
 - E. Go over your norms, expectations, drill details, practice format (posted in locker room), etc.
 1. EVERY drill has a name and KEY BUZZ WORDS ("GPS", "CHIN IT," etc)
 - F. HOW you teach is extremely important
 1. On Edge, Question Example (don't lead with players name - then everyone else tunes out), Diagram, Film, Article, Quiz (Kahoot)
2. Meeting Expectations
 - A. Be early
 - B. Take off headwear
 - C. Cell phones put away and silent
 - D. Always bring playbooks/notebooks
 - E. Sit in chairs with feet on the floor
 - F. Answer questions quickly and firmly - be locked in
 - G. Arrive to meetings ready for practice
 - H. Ask QUESTIONS
3. Teaching Progressions for Installs (You are

going to see things at least 7 times...)

- A. In Install Meeting
 1. On "PAPER"
 2. A VIDEO clip of it after seeing it on "PAPER"
- B. At Practice
 1. WALK THRU Pre-Practice
 2. Teach in INDIVIDUAL Period (Your coach will teach some sort of technique for that day - that goes with install)
 3. In SPECIFIC DRILLS at Practice
 - a. Half Line Pass Pro / Backs on Backers / 1-on-1s (WR/DB) / Inside Run
 - b. Half Line Run / 1-on-1s (OL/DL) / 7-on-7
 4. TEAM IN PRACTICE (11-on-11 Team Periods)
- C. Post Practice (or meeting the next day)
 1. Watch VIDEO of practice with coach & CORRECTIONS SHEET
4. Brand / Themes
 - A. Team, Unity, Position Groups (Including Special Forces)
 - B. Pillars, Objectives, Philosophy - Simple & Defined - Why
 - C. Breakdowns, handshakes, nicknames, etc.
 1. Red Swarm, Dime Droppers, Moving Company, etc.
 2. Fun & Relationships/Bonding
 3. Social Media and Recruiting Hallways, incoming FR (Fun! - Work Hard, Play Hard)
5. Practice Itself
 - A. Culture/Theme lesson weekly and daily (in meeting and at practice)
 1. Have on practice plan
 2. Quiz kids
 3. Seniors speak about at team dinner
 4. I reiterate one last time on Friday night - ties into the game
 - B. Get ready before taking practice field
 1. Hit the practice field running (have a line or track/landmark of some kind)
 2. Get extra work in before pre-practice. Define it (routine)
 3. Perfect Dynamic Warm-Up

First Weber Is EVERYWHERE



Southeast & Northeast WI

- 📍 Brookfield Corporate Commercial Concierge Desk
- 📍 Appleton
- 📍 Berlin
- 📍 Brookfield/Elm Grove
- 📍 Fond du Lac
- 📍 Lake Country
- 📍 Menomonee Falls
- 📍 Mequon
- 📍 Metro South
- 📍 Neenah
- 📍 North Shore
- 📍 Oshkosh
- 📍 Racine
- 📍 Waukesha
- 📍 Waupaca
- 📍 Wautoma
- 📍 West Bend
- 📍 Winneconne

South Central & Southwest WI

- 📍 Madison Corporate Relocation Commercial Concierge Desk
- 📍 Baraboo
- 📍 Beaver Dam
- 📍 Boscobel
- 📍 Cambridge
- 📍 Capitol
- 📍 Darlington
- 📍 Dodgeville
- 📍 East Madison
- 📍 Fitchburg/West Madison
- 📍 Janesville
- 📍 Jefferson County
- 📍 La Crosse
- 📍 Lake Mills
- 📍 Lodi/Lake Wisconsin
- 📍 Mauston
- 📍 Middleton
- 📍 Mineral Point
- 📍 Monroe
- 📍 Montello
- 📍 Mount Horeb
- 📍 New Glarus
- 📍 Oregon
- 📍 Pardeeville
- 📍 Platteville
- 📍 Portage
- 📍 Prairie Du Sac
- 📍 Reedsburg
- 📍 Spring Green
- 📍 Sun Prairie/East Towne
- 📍 Tomah
- 📍 Waunakee
- 📍 West Towne
- 📍 Wisconsin Dells

Central, Northwoods, West Central WI & Upper MI

- 📍 Antigo
- 📍 Bessemer
- 📍 Eagle River
- 📍 Marshfield
- 📍 Merrill
- 📍 Minocqua
- 📍 Mosinee
- 📍 Neillsville
- 📍 Park Falls
- 📍 Rhinelander
- 📍 Rome Lakes
- 📍 Stevens Point
- 📍 Tomahawk
- 📍 Wausau
- 📍 Wisconsin Rapids



Ingrid Swittel

Relocation Specialist

414.315.3069

iswittel@firstweber.com

ingridswittel.firstweber.com



FIRSTWEBER
— REALTORS® —

The human side of real estate.

firstweber.com

- a. Everything starts with this - restart if not perfect
- C. The BALL is the PROGRAM - “Chin It”
 - 1. All small skills have ball during warm-up
 - 2. No ball is EVER to be on the ground in practice - either in hands or in bag
 - 3. If fumble, have to recover on sideline while coach gets after them and the ball, then player takes a lap while losing those next reps
- D. 20 second transition - drill to drill/period to period
- E. +3 = FINISH = Players must burst for 3 yards when coming off field or being subbed - also same for past cone on drills, etc.
- F. QBs reps
 - 1. QBs not in are behind offense running simulation of play
 - 2. Reads, progression, etc.
 - 3. 7-on-7 have rushers walking at QB (Longo)
- G. Score / Finish
 - 1. Players who get the ball burst 20 yards/score every play
 - 2. We will get them a sub
 - 3. Finish mentality but also focus defense to go through full pursuit
 - a. Must get to near hip and tag off with palms up - FEET get there
- H. Emphasize ENERGY and FUN
 - 1. Celebrations on TDs and Takeaways - “YES” Chant
 - a. If player doesn’t celebrate, consequence or do over play again
 - 2. CHOP on 3rd Down
 - 3. Lock elbows on 3rd down stop (4th down fists)
 - 4. Team sway on kickoff (players link up and do this)
 - 5. Dunk the ball on Takeaways - have layer responsible for keeping track of the trashcan - Axe and Sign on Gameday
- I. “Re-Focus” - Clap, Clap, Clap
 - 1. Mental Training. You make a mistake or teammate makes a mistake have a physical cue to reset brain to next play. We use verbal “Re-Focus” and 3 claps
- J. Score Everything
 - 1. We score every period in practice - COMPETE, COMPETE, COMPETE. Losers (Off vs Def) pics up equipment and everything else at end of practice.
- K. RUN Everywhere
 - 1. On and Off the field (O and D taking the field, etc.)
 - 2. While on the field
- 6. Post Practice
 - A. Player call-outs
 - 1. Who had a great practice?
 - 2. Who controlled their controllables
 - 3. Reiterate theme & who did great job
- B. Final Score after fun activity / game competition
 - 1. Accumulation of competition finishes with some sort of fun game (Big Man FG O vs D, Dunk Contest on Goal Post, Dizzy Bat Relay, etc.)
- C. Grade and evaluate practice - post it
 - 1. Accountability & CYA - Depth chart gets pretty obvious
- D. Film Meeting the following day
 - 1. Player of the day - O, D, ST, Hog, Scout (With Graphic)
 - 2. TD/Takeaway Quota
 - a. Award with graphic and sticker
 - b. “Give em 2” - claps & Rick Flair “Whooooo”
 - c. Every day during camp
 - d. Once a week on Sunday nights during season (from the game)
- E. Catch them doing things right and reward it!!!

Thanks again for allowing me to write and talk about HOW we practice at Hamilton. Feel free to reach out if you have any questions. Our way is not perfect but it is OUR way and we are very proud of that and it works for us. I love hearing about HOW programs do things to gain an edge. Every team in the world practices, lifts weights, plays games, etc. - HOW you do those things is what separates you. You are what you tolerate and you get what you emphasize! Always remember that! I look forward to hearing how your program sets itself apart!

LIFE LESSONS I’VE APPLIED TO COACHING

By: Kent Walstrom, Head Football Coach, Florence High School



Kent Walstrom

Looking back on my career as a teacher and a high school football coach, I know I’ve been blessed to work with some extraordinary educators, student-athletes and coaches.

I played a lot of sports growing up and had my fair share of team and personal success and disappointment. I played on conference championship teams, teams that struggled to win even a handful of games a season, and teams that fell somewhere in between. Being on both sides of so many experiences winning and losing in sports has given me, I think, a more

measured approach to expectations for the teams I’ve coached.

I spent 14 years coaching youth sports as my teaching career unfolded and my daughter and two sons grew up, including coaching girls softball, Little League and Babe Ruth baseball, wrestling and youth football. The focus for our athletes was always on sportsmanship, on being a good teammate, and on developing basic competitive skills and knowledge of whatever sport was being practiced and played. It was always communicated that you played to win.

I’ve tried my best to stress the importance of showing respect for coaches, the opponent and the referee. I’ve tried to help athletes understand that at the end of every contest there will be a team that won and a team that lost on the scoreboard, and that every athlete that competes sometimes wins and sometimes loses, no matter how well or how poorly they may have played.

Like most coaches, I have a strong inner drive to see our players compete and succeed and to compete and succeed as a coaching staff. To the public, our win-loss records each season are the most visible measuring stick for how successful our programs are. But there is much more behind the importance of sports than that, and I am often reminded of a conversation I

overheard between my father and another parent of four boys when I was middle school age.

My mother and father were both hard workers who grew up in poor households, and they were raising a family of four children of their own when talking to this parent about parent things and about money and caring for their families.

The other parent, a local small business owner and volunteer basketball coach in our town, was telling my dad he had purchased a family pass for the year at a local golf course for him and his sons. My father, no doubt thinking of the money the other parent would be spending in purchasing a season pass and clubs for all his kids, plus golf balls and other expenses, was stunned he would allocate so much money for a hobby, and questioned him about it.

The other parent gave a straight, blunt answer, telling my dad that golf was cheaper than drug rehab. Even as a boy of twelve or thirteen, I understood immediately what he was saying: I have my sons work at my business and do chores and I coach basketball for my sons and golf with them to keep them busy so they stay away from the bad stuff. It was one of the great learning moments of my life.

Everyone knows as high school coaches we don’t get to recruit, draft or trade for players. We

work with who we get and try our best to get the most out of the talent we have to work with. But win, lose or tie, we're providing our youth with healthy, challenging growth opportunities through sports - and we're helping to keep them away from the bad stuff. What we do for kids and our young women and men as coaches and mentors matters way more in their lives than we could ever measure in wins and losses.

I learned two other memorable life lessons from a former baseball coach of mine. We were warming up for a home game, taking infield before the game started. I always tried to be the player no one out-hustled, and in this game I was playing shortstop, fielding grounders and hustling to back up third and hustling back to my position. We had a couple volunteer coaches helping out, and one of them growled at me to stop hustling so much and save my energy for the game. I realized right then he was a coach that wasn't as invested in winning as some of his players or the other coaches were, or I was. Maybe it was just a second of bad judgment on his part, but I've never forgotten that moment. Can you imagine a coach telling a player NOT to hustle? Crazy.

Another time, a few years later, that same coach invited me to go golfing with him. I was a sophomore in high school and had golfed a decent amount of times with friends, so I accepted. My coach was not a real serious golfer, just a

bogey golfer who golfed a few times every summer, but was surprised to win by only a couple strokes on the front nine. It was a nine hole course I'd never golfed before. We went around a second time and I was hitting the ball well off the tee and chipping pretty well and then I got hot with the putter.

It came to the point on the greens where if I asked him to pull the pin, he left it in and if I asked him to leave it in, he pulled it out. It wasn't a big deal and I was putting well either way. To me, he was cheating by doing that. I won by a stroke on the second nine, but he won the overall 18 holes by a stroke. He was pretty quiet on the drive home. He was a man and a coach I wanted to look up to and couldn't anymore after golfing with him because he had traded his integrity for something else over a golf match. I still have the scorecard from that day, and it's an old reminder of my responsibility as a role model and coach to be honest in dealing with people and players.

Being a coach of a sport and giving constructive but honest feedback can be a tough occupation sometimes. I have a few parents and even a few coaches I worked with in the past who won't speak to me even today because I didn't start their son in the position they wanted them to play, or I didn't agree to certain coaching strategies a coach wanted to implement and they weren't willing to consider other

options. It came as no surprise that after winning a state football title this past fall those same people were not forthcoming with congratulations, but I can live with that. I feel like I tried to be honest with them in my assessment of their son's skills and talents and where they could best succeed and help the team, or in explaining why certain strategies they wanted to use as an assistant coach didn't follow sound football principles. People who don't get their way and jump ship or try to call you out behind your back are selfishly more invested in themselves or their kids than the programs they or their kids are a part of.

Wins over losses are important to a coach's survival, but as coaches I think it's important to balance our success or struggles on the field with the development of character in ourselves and in the players we work with as part of our personal assessment of the job we're doing.

While the game is being played, coaches are on stage, making game and personnel decisions in real time in front of an audience, with no muligans in our pockets. The very essence of performing as an athlete or coach is to leave yourself wide open to praise or criticism for your decisions and performance in every moment of every game. We aren't afforded the luxury of the fans in the stands who can judge and criticize without scrutiny and always have the benefit of hindsight to fall back on.

#GoPios

2024 CARROLL FOOTBALL SCHEDULE

VS 9/5 6pm	VS 9/21 1pm*	VS 9/28 1pm*	VS 10/5 2pm* (HOMECOMING)	VS 10/12 1pm*
VS 10/19 1pm*	VS 10/26 1pm*	VS 11/2 12pm*	VS 11/9 12pm*	VS 11/16 12pm*

SCAN ME

HOME | AWAY | * CCTW GAME

Especially in 8-Man football, I find running up scores to be troubling to the long term survival of our football programs. Most 8-Man coaches live on the edge from year to year, hoping there will be enough quality players to field a competitive team and hoping their players will stay healthy. Many 8-Man programs cannot suit up both a JV and Varsity football program, and many have to start younger players on Varsity that probably should be playing at the JV level.

In most 8-Man games, virtually every player that is a starter is a two-way starter, and many starters play on most, if not all, special teams units as well. Many programs in a given year struggle just to be competitive. Exploiting those teams by running scores up to pad player or team stats just makes it that much harder for those struggling programs to survive. Learning how to deal the right way with winning or losing either by a little or by a lot as coaches and as players is an important dynamic integral to youth and high school sports.

Struggling programs have even more of a challenge securing a working roster from year to year, and getting scores run up on them doesn't entice young players coming into high school to join these 8-Man programs. I hope more coaches can be persuaded to use winning a blowout game to give their younger players more opportunities to see the field and have a chance to develop. That way more schools, athletes and coaches have a chance to survive playing 8-Man football.

BUILDING A COHESIVE K-12 PROGRAM

By: Adam Hale, Head Football Coach, Grantsburg High School



Adam Hale

Time consuming as it may be, having a hand in all levels of a program can be a huge benefit to the overall success and cohesion of a football program. In a small community such as Grantsburg (Enrollment 255), being involved in all grades 1st-12th allows me not only to get to know kids on a personal level and encourage them to stay in football, but it also develops fluency within the program. For this article, I'm going to discuss a little of what we do at different levels of our program.

1. Elementary School – Grades 1-4

- a. For this age group, we offer two different football opportunities. In the fall, we do a 4-week skills program on Saturday mornings. We'll run this program from 9-10am and doing this for just an hour of time, keeps the kids at this age group moving through stations quickly. It's also just enough time before they lose interest, get too cold or wet, or we coaches lose our minds. We'll recap the previous night's game, run a quick warm and then move on to six 5-7-minute stations. At this age group, we can even start to incorporate our base fundamentals in different positions. We will make use of the tackling dummies and wheels quite a bit, as the younger kids love to tackle those! We'll conclude each day with 10-minute scrimmages dividing kids up by grade/skill level.
- b. The second thing we do with grades 1-4, is a 2-day summer camp. The camp is 2 hours each day and consists of more skill stations, several skill contests and a flag

football league, complete with playoffs and a "Super Bowl Champion". We've organized to run this after summer school finishes for the day and this has worked out great. Working in conjunction with summer school has kept the numbers up as parents can leave their kids at school for a couple extra hours before picking them up for the day.

2. Middle School Grades 5-6

- a. For our fifth and sixth grade, we'll also run four Saturdays during the fall season but now instead of skills, we'll place them into a flag football league. For the first week, we'll have our HS players run them through drills, go over basics of zone and man coverage, and divide up even teams. The last part of the practice, teams will practice together and start working on plays. Coaches consist of parents and/or HS players and sometimes the gung-ho coaches even plan a separate practice to get ready for week-two. The next three weeks consist of league play with neighboring towns Frederic and Webster. Each town will host one Saturday with teams playing two games a week. I'll send out rules and schedules to the other school's AD's for them to distribute to youth coaches. So far, the process has gone smoothly and the kids get excited about playing different towns instead of just each other. Obviously, bigger school districts could keep it in-house. We'll conclude at Grantsburg week four with the playoffs, and crown a "County Flag Football Champion" putting their picture in the local newspaper.
- b. Our 5th-7th graders will also have a summer football camp opportunity like the ES kids above, the only difference is it will run three days. With this age group, we start to divide up in position groups more, introduce many HS drills and start to talk about offensive and defensive schemes. The camp also runs around two hours like the younger grades camp following the conclusion of our summer school day.

3. Middle School Grades 7-8

- a. At Grantsburg we'll start tackle football in grade seven. One of the biggest pos-

itive changes that we've made is to get more involved with our 7th & 8th grade program. We've done that by implementing a once-a-week conjoined drill session. Our MS players will come over to the HS field and we'll rotate working offensive and defensive "indy" drills with HS players and HS position coaches. The older players enjoy assisting MS players with fundamentals of their position while also getting some fundamental rep reviews. Along with drill work, we've assisted MS coaches with game planning, playbooks, drills, film time and meetings. After working more closely with the MS staff on what we expect from the entering freshmen, we have really seen a positive difference on how much better fundamentally our players have been, especially on the O and D lines. The freshmen also have had a much better understanding on the schemes that the varsity will run both offensively and defensively. Making changes in the MS playbook when the varsity makes changes has really helped to keep our whole 7-12 coaching staff on the same page.

- b. Also, for our 7th and 8th graders, I'll offer before and after school weight training during the winter through summer months. This gives them a good opportunity to come learn the basics of weight training and stay in shape in between sports. The kids also like the opportunity to come lift at the HS as we are blessed with a great facility. It's a lot of volunteer hours during the school year, so I try and get other HS & MS coaches to cover from time to time and help out.

In all of our grade level football activities, I try and get our HS players to help coach and ref as much as possible. It's a great way for our players to give back as well as receive community service hours for graduation. For the younger kids, they love to get a chance to work with some of the guys they see play and cheer for on Friday nights.

Thanks to WFCFA for allowing our program to contribute to *The Point After II*. Feel free to reach out with any questions you may have on these drills.

HELP YOUR UNDERWHELMING PLAYERS BECOME ASSETS

By: Ben Kisling, Assistant Football Coach, Turtle Lake High School



Ben Kisling

In small-town football, success is often found through numbers. The number of roles your core players play can indicate how much success you will find on Friday night. But what happens when that takes away from what they are great at?

Now, I understand the philosophy behind getting the best 11 on the field. And as a JV Coach, Line Coach, and Special Team Coordinator, I know what I am about to say will rub some of you the wrong way. With that said, you need to develop your underwhelming players to fill a role on your varsity team.

This starts with the culture of wanting everyone out and not just your top athletes. I have

watched programs run players out because they didn't fit the mold of what they wanted at the time. These teams often don't have the longevity to call themselves a program.

The difference between these short-lived teams and the programs that find success year after year is easily seen when they are hit with adversity such as injuries or loss of eligibility. The first often can't recover because they have no one to fill that void. The latter realizes to fill the gap they needed to start planning years in advance. This is where our JV program comes in.

JV football in division 7 is something truly special. One of which was the most spectacular fumble recovery by an offensive lineman as he walked 20 yards to score a touchdown against us. This is one of the most important times of your young players' development. This is when the mindset is established by your staff to your players. If you show them that winning is all that matters, they emulate that. If you show them you are there so that one day they can help get a varsity win, they will follow that as well.

I hate losing as much as any of you. And the rush of winning is on the list of why I wanted to be a coach. But it isn't the top one. I feel like it's important for my players to know that JV State Championships are not what we are trying to accomplish. But rather we are trying to develop them so that by their senior year, they have a role on our team. Some find that role as Sophomores and most as Juniors. However, if I have

a Senior that has given me 4 years of their time and I don't have a role for them then I have failed as a coach. That role can be limited snaps on one side of the ball or situational times of the game. Something they have ownership of and this also gets someone else off the field

This starts with who you bring to JV games. I have had Juniors that don't get much time on varsity with us on Monday afternoon games. But they are part of the rotation. Our games are about getting as many players as we have the right amount of snaps. And not sacrificing our success tomorrow for a win today.

In our odd defensive package that may mean the 7 guys who play d-line rotate every series. Some find situational work in short yardage, or on third and long. An Outside linebacker may take reps Inside in order to get more snaps for him and the next guy. In practice, we talk about quality reps over quantity. Our mentality is that these are the best reps you can get, we need to use them.

Overall, my philosophy is that developing one player more than another may help you win at every level of the game. Yet, that development means nothing if they are not on the field. By training players for niche roles, and making sure they have enough experience to be ready for them, you set your team up to fight adversity. And you set your players up for their roles in the real world.

A NEW ERA BEGINS

**CARTHAGE FOOTBALL
2024 SCHEDULE**

SJU	SEP 21	SEP 28	OCT 5	OCT 12	
SEP 7					
OCT 19	OCT 26	NOV 2	NOV 9	NOV 16	

TRANSITIONING TO THE 8-PLAYER GAME

By: Ev Wick, Head Football Coach, De Soto, High School



Ev Wick

Over the years I have read many articles about “Why” teams made the move to 8-player football, but not many of those articles went in-depth with tips/ideas to help with transition from 8 to 11-player football. I coached 19 years of 11-player football prior to our move in the fall of 2022 so I wanted to give us the best chance to be successful in our first year of 8-player. I am hoping that some of the steps we took leading up to our move will help you out if you are in the process of making the switch, or thinking about it in the future. Here are a few things that we did leading up to our move to 8-player football.

Our school borders Iowa along the Mississippi River and also has an 8-player division. Our staff was able to attend the state tournament in the UNI Dome and get a glimpse of the top teams in Iowa. After those games, I reached out to a few coaches in Iowa to look at what they were doing. Those guys were great with helping us out and answering questions. I also asked some coaches in northern WI where 8-man is more prevalent. When we watched these films, we looked at what was working for those teams on both offense and defense. We took a look at how we might be able to use what they were doing and mix it into what we were already

doing at the 11-player level. We also took those plays and wrote them down in our terminology for use within our lower levels. This helped our staff, and the kids, greatly.

Understanding the Differences

One question I get asked a lot around here is “How do you like 8-player?” I get a lot of funny looks when I reply “It’s the same, but different.” The biggest concerns we had going into the transition were: 1) Protecting the QB in certain formations and, 2) Coverage – recognizing who is eligible. The field width and other things were secondary to us.

- 1) Protection can get tricky if you want to go empty. We developed some calls and motion to bring a player into the backfield or slide the O-line in protection. It is very important that your QB also knows all of these calls since he may have to be responsible for throwing hot off of a defender, or running for his life. Ha! We focused on protection during our summer contact days to make it an emphasis.
- 2) We run a lot of formations on offense, so our kids are used to swing a lot of things in practice. This helped us with recognizing who is an eligible receiver. Jersey numbers mean nothing, so you really have to train formation recognition. We have calls in place for our defense to communicate who is eligible/ineligible. We typically go through all of the opponent’s formations during our defensive practice day(s) and will have them make the calls. The more they communicate what they see, the better.

Modify What You’re Already Doing

We made an effort to take all of our formations and terminology with us to the 8-player game. Obviously, you have to remove three players, but we kept as much of it the same as we could. This allowed our kids to play fast without overthinking. We still use the same

formations and passing tree system as we did in 11-player. If we see something we like on a film, or a clinic, we simply modify it to our terminology. There were more modifications needed on the defensive side of the ball than on the offensive side for us regarding alignment and coverages.

Prep Your Lower Levels

The toughest part of the implementation at the JV level was trying to find time for them to work on 8-player O/D while we were in the middle of an 11-player season. Like most schools, we have some kids who have roles on both JV and Varsity. We used time at the end of Thursday walk-through practices for them to do what they needed. We also kept it fairly simple on JV. I give a lot of credit to those JV guys that year. They had to run our 11-man, 8-player, and the scout team all at the same time. We really made an effort not to overload them.

Focus on Fundamentals

One thing we wanted to maintain in our transition is our commitment to fundamentals. We spend a TON of time on tackling. Missed tackles lead to big plays, but I feel missed tackles are magnified in the 8-player game. Angles and staying disciplined on defense are also extremely important. Fundamentals are a key part of football regardless of the number of players on the field.

In closing, don’t get caught up in trying to figure out the next best thing when you’re transitioning. Take what you know and modify it to fit what you’re already doing. It’s football, don’t overthink it!

Thanks to the WFCA for the opportunity to share my thoughts. The WFCA does a great job promoting the sport and our athletes. Please reach out to me if you have any questions or if I can be of any help to you as you move forward. You may contact me, Ev Wick, at ewick@desoto.k12.wi.us

THANK YOU to all who so generously submitted articles for

“The Point After II.”

If your article did not appear in this issue, please look in the next one!

Articles may be emailed to the WFCA office at office@wifca.org, or send paper copy to: WFCA, PO Box 8, Poynette, WI 53955. Please include the title of the article, and the name, school and title of the author, along with the author’s photograph. Again, our thanks!

IN-SEASON SPEED DEVELOPMENT AND RECOVERY

By: Conner Guetter, Assistant Football Coach, Northwestern High School



Conner Guetter

Developing speed in football players during the season is a crucial component of ensuring peak performance on the field. Speed not only allows players to outrun opponents but also creates opportunities for breaking defenses, making critical saves, and scoring. Tony Holler’s “Feed the Cats” program provides a revolutionary approach to speed development that contrasts with traditional, volume-heavy training methods. I will delve into the philosophy and practical application of “Feed the Cats” within a football context,

offering insights on how to cultivate speed in-season without overtraining or compromising players’ freshness for game day.

First, I think it is important to say that I am by no means saying that this is the end all be all for training football players but rather a system or mentality that I believe works great for high school athletes. At the heart of Tony Holler’s “Feed the Cats” program is the belief that athletes should be trained in a way that prioritizes speed development and nurtures their psychological and physical well-being. The metaphor “Feed the Cats” suggests that just as cats thrive on a diet that suits their nature, athletes require training that feeds their need for speed, autonomy, and minimal effective dose of work. Holler emphasizes high-intensity, low-volume training sessions that focus on quality over quantity, allowing athletes to perform at maximum speed and recover adequately. Furthermore, Holler’s system stands on the idea that Speed is the skill that raises the production of all others; with the others being misdirection (agility), and strength. Sure we have super agile kids that can kill an agility ladder, or dot drills, or run a great pro agility, but are they also fast? Or take the player that lives in the weight room, rise and grind, work until you’re sore and tired;

are those guys fast? Lastly, take the speed kid, is he fast? Is he strong? Is he agile? Yes. Speed is the tide that raises all boats.

Before I get into the core principles of speed development lets talk briefly about what we as football coaches love. We love speed, we love power, we love misdirection. Just take a look at our weight rooms, playbooks, and agility equipment or bookmarks on our Instagram/Twitter accounts. Consider how often you have heard the phrase or said to yourself, “he just has that natural speed”, or perhaps, “can’t coach speed, either born with it or you aren’t”? Sound familiar? You can develop speed, just in the same vein as you can develop strength and agility, one simply needs the knowledge and the tools as to how. I believe Holler’s work and numerous successful football programs across the country implementing his ideas and philosophy are one of the best ways to do it. Definitely not the only way but the one that I believe is the best.

Principles of Speed Development

1. *Maximize Speed, Minimize Fatigue*
Training sessions should be short, sharp, and focused. We develop speed primarily through sprint work. This means integrating sprints of varying distances, typically not exceeding 40 yards in distance or 10

CUW FOOTBALL 2024 SCHEDULE

HOME

AWAY

CUW FOOTBALL

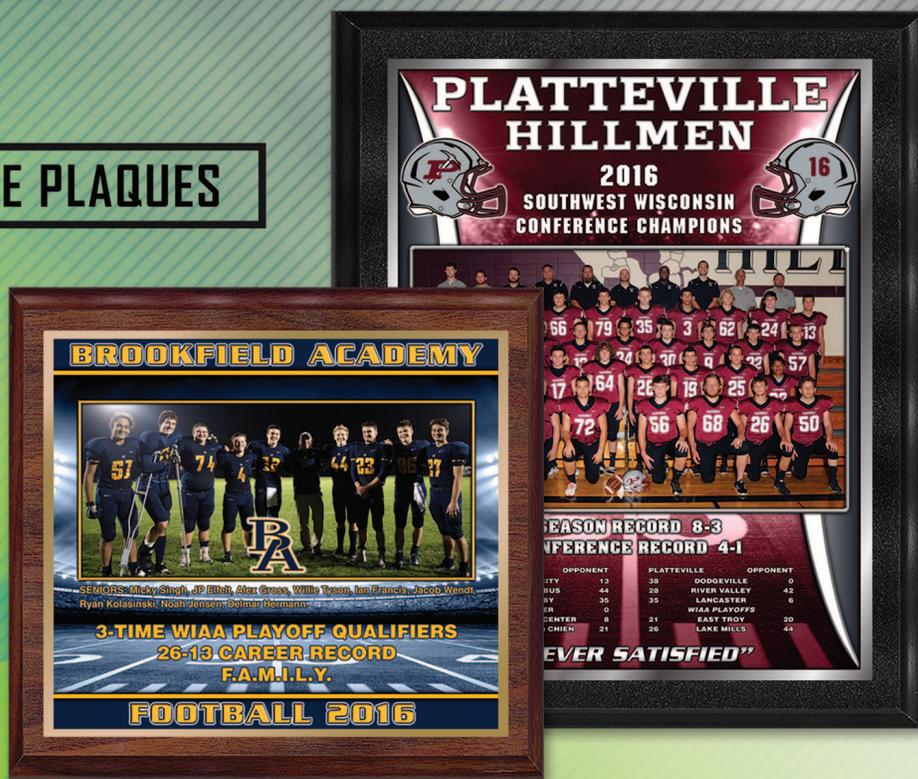
Good Luck This Fall To All High School Coaches!

	Judson 09/07		Calvin 09/14
	Benedictine 09/28		St. Norbert 10/05
	Aurora 10/12		Eureka 10/19
	Rockford 10/26		Lakeland 11/02
	Concordia Chicago 11/09		Wisconsin Lutheran 11/16



UNDER ARMOUR

TEAM PICTURE PLAQUES



HELMET DECALS & ACCESSORIES

25% OFF
ALL YEAR LONG



ONLINE healyawards.com

CONNECT

@HealyAwards



seconds in duration. You get faster by running at top speed as much as you can. This is then followed up by a minimum of 30 seconds rest, the shorter the sprint the shorter the rest, etc. Our focus in any speed training drill or sprint is 100% performance rather than a 100% effort. Effort can remain at 100% and yield low performance. Conversely, 100% performance will always yield 100% effort. Everything is about the dosing.

2. *Emphasize Rest and Recovery*

We place a significant emphasis on recovery, advocating for ample rest between high-intensity efforts and prioritizing sleep and nutrition. This approach is particularly relevant in-season, where the physical demands of games, training, and travel can accumulate and impact performance. Adequate rest ensures that players can maintain high levels of speed throughout the season. For example, in a week of practice, speed workouts should be done on Mondays and Wednesdays with the third speed workout being the Friday game. Tuesdays and Thursdays are considered to be technique and low intensity days focused on the fundamentals of game-plan, position specific techniques, or other learning and drill work. Following the game is a full weekend of rest.

3. *Record, Rank, and Publish (RRP)*

The third pillar of speed development involves the continuous measurement and

publication of performance metrics, primarily focusing on sprint times. I'm sure we have a 1000 pound club sign in our weight rooms, or a record board of sorts. Start doing this more frequently and with more diversity when training speed. This aspect of the program cultivates a competitive yet supportive environment where players are motivated to improve their personal bests. In a football context, tracking sprint times, agility drill scores, and even game-specific metrics like high-speed runs can foster a culture of excellence and accountability. Additionally, certain programs will track a momentum numeric which combines speed, and strength to determine how much momentum a player is producing derived from their absolute velocity (yards per second, meters per second, or MPH) and their weight (kg, or pounds). Personally I lean toward and prefer to use metric measurements.

Implementation

To effectively implement this approach within a football program, coaches should start by adjusting their season's training plan to accommodate high-intensity, low-volume sprint work, prioritizing rest and recovery. Sessions should be designed to end while players still feel fresh, avoiding the common pitfall of overtraining. Incorporating technology can aid in monitoring players' speed, workload, and recovery,

allowing for personalized adjustments. GPS trackers, heart rate monitors, and video analysis tools, and timing systems can provide valuable data to tailor the program to each player's needs.

Moreover, creating a competitive yet supportive team culture around speed development can amplify the benefits of this approach. Celebrating personal bests, sharing success stories, and fostering a team environment focused on speed can motivate players to invest fully in their development.

Tony Holler's "Feed the Cats" program offers a fresh perspective on developing speed in football players, emphasizing the importance of high intensity, adequate recovery, and athlete autonomy. By adopting this approach, coaches can help their players reach and maintain peak speeds throughout the season, enhancing their performance on the field. Implementing this approach requires a shift from traditional training methods, prioritizing quality over quantity, and focusing on the athlete's overall well-being. With a thoughtful application of its principles, football teams can unlock the full potential of their players, turning speed into a formidable asset that is a cornerstone and staple of your program rather than a once in a decade type player.

If you have further questions about this feel free to contact me via Twitter/X @Coach_Guetter or you can email me at cguetter@nw-tigers.org.

THINGS I'VE LEARNED BEFORE BECOMING A HEAD COACH

By: Jordan Hansen, Head Football Coach, Prescott High School



Jordan Hansen

There are many things I've learned over the years as a player and as an assistant coach that helped me become the young head coach I am today. I had the privilege to play for HOF Coach Bruce Larson and coach under two great head coaches in Travis Kowalski (Holmen) and Scott Newton (Osceola). Being part of these three great programs led me to challenge myself and to take a head coaching role at Prescott High School in 2020.

During my high school years I was grateful to grow up in Somerset and play under Hall of

Fame coach, Bruce Larson. Being best friends with Rocky Larson I pretty much grew up in the Larson household where I learned a significant amount about the game of football. The biggest thing I'll take away from Bruce wasn't the Xs and Os but the importance of turning students and athletes into better people. No one could do this better than Bruce and I wanted to try my best to be a fraction of that. As a team, at Somerset, we would spend just as much time learning how to be a great person, teammate, role model, and citizen as we would on the game of football. This is something I try to install into any program I'm involved in. The game of football is only going to last so long and eventually our players will become employees, fathers, husbands, and members of a community. At Prescott we do year long leadership meetings and spend at least two days a week in season teaching our kids how to be great people in our community. In the society we live in today, kids need to learn different character traits to continue to push them to be great people. Last season at Prescott we did a book study on the Twin Thieves during the season and we continue to try and find different ways we can change the lives of our athletes in positive ways.

After high school I knew I wanted to get into coaching and ended up going to Winona

State majoring in Physical Education and Health. One summer I helped Bruce run his summer camp and that was where I met Coach Kowalski. Coach Kowalski was learning the option scheme that Somerset was running and asked if I could help him install it. That led me to coaching at Holmen High School for the next seven years. During my time there I helped Coach Kowalski with offense and then later transitioned to Defensive Coordinator my last two seasons there. I am so thankful for that opportunity and learned a lot during my time. The biggest thing I learned from Coach Kowalski was to let your assistant coaches coach. That may sound like a no brainer but there are a lot of coaches that hold some of their assistant coaches from meeting their potential. When I shifted over to defensive coordinator Coach Kowalski was super supportive of the defense we were running and didn't put any restrictions on what we were allowed to do.

During those two years we lost 2 conference games and posted a playoff shutout. I really believe we were able to have success on defense because of the trust that Coach Kowalski had instilled in our defensive staff.

My second year as the head coach at Prescott we transitioned our offense from an option team to a spread team. As the offensive play

caller the year before I handed it off to our assistant coach Eric Brown. Coach Brown did a fantastic job and we ended up having one of the best offensive seasons in school history, that led us to snap an eight-year playoff drought. At first I wanted a lot of control of what we were doing but realized I probably would hold back our offensive staff from making it what they wanted. It turned out to be the best choice for our program.

The last stop in my assistant coaching Carrier was Osceola High School. It was really hard to leave Holmen but I was grateful to get back closer to family and able to start a family of my own. While at Osceola, I learned a lot from state championship coach Scott Newton. One of the things I learned from coach Newton is building a

winning culture starts in the weight room. Osceola teams are always tough and physical and it is because of their commitment in the weight room. Coach Newton started a zero hour class that students could get a credit for showing up in the weight room before school. He would show up every morning and create a welcoming environment for student athletes to get better. Each morning there would be around 60-70 student athletes that included both males and females. Coach Newton would run each session and would do so as a volunteer. When moving to Prescott as a teacher and coach I signed up to volunteer to run the weight room in the mornings. For the last three years I ran a lot of the school's entire strength and conditioning pro-

gram. This last year we were able to hire a strength and conditioning coach (Brent Jamison) to work with all our athletes year round. Our weight room culture has grown into one of the best cultures I've been around.

My advice to young coaches getting into the profession is to continue to be lifelong learners. Learn from the success and failures of the programs that you have been a part of. Continue to learn and reach out to those programs that are doing great things. Attend clinics and pick up something that you can take back to your program. Most importantly, figure out a way to change the lives of those you coach in a positive way.



Contact the WFCOA office at:

Phone: 608-635-7318

Email: office@wifca.org

PO Box 8 • Poynette, WI 53955

OFFICE HOURS

8:00 - 4:00, Monday - Thursday

8:00-12:00 p.m. on Friday



SPECIAL TEAMS

AGGRESSIVE BUT NOT RECKLESS, SPECIAL TEAMS PLAY

By: Samuel Bartlett, Special Teams, Running Back and Linebackers Coach, Racine Horlick High School

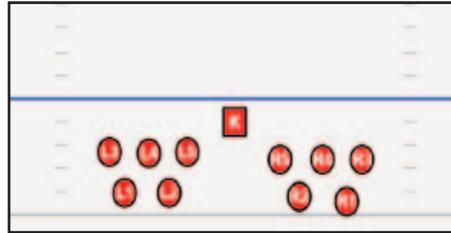
Thank you to my Head Coach Brian Fletcher and the WFCAs for allowing me to write an article for *The Point After II*. I hope this article can help you return to your program with a new idea or concept to utilize. To have the opportunity to share my ideas as a very young coach is not something I take lightly. I am very honored to be associated with other coaches who have gotten to write an article for *The Point After II*.

After serving as Horlick's Defensive Coordinator for two seasons, I expanded my coaching horizon in 2023 by adding Special Teams Coordinator to my resume. In my quest to continually grow as a coach, I knew this role would provide me with new challenges as I would be game planning for an entirely new facet of the game. Our special teams had previously been coached by a committee and was an area of emphasis we knew needed improvement to remain competitive with the top-tier teams in our conference. Overall, our Special Teams Unit grew a lot in my first year as the special team coordinator. The highlight of the season was in one game we recovered 3 straight KOs to start the 2nd half. Our opponent did not possess the ball on offense until about 1 minute left in the 3rd quarter. This allowed us to turn a close game at 21-14 into a 42-14 game. The reason we were able to do this is in an Aggressive but Not Reckless Scheme.

When I talk about an aggressive but not reckless scheme, it means we are going to take chances based on what we see in the film. It is the same plan I would use for both offense and defense. I want to find the player on the other team that we can attack to give ourselves the best chance to make big plays. Defensively this can look like finding the weakest offensive lineman in pass protection to send our pressures at. Offensively it will look like getting the defense into alignments where their weakest coverage defenders are when throwing the ball. On special teams, it will look different for each unit. On Kick-Off I will tend to look for the athlete who is most hesitant to catch the ball in the air. Kick Return I will look for the side of the opposing Kick-Off that will take plays off when covering kicks. For Punt and field goal blocks I will look for the weakest blocker and who we can manipulate with movement. On extra point tries I will look for where our numbers are. At the end of the day, you need to use film to determine where the best spots are to run your "shot" plays on all phases of the game.

At Racine Horlick, we have a lot of special team concepts that you do not see with every

team. There are teams that will use these schemes but that is in the minority. I want to focus on two of the special team schemes that we utilize. That is the Huddle on Kick-off and



the swinging gate on PAT. Both of these schemes are very simple to implement at a base level to allow for a lot of creativity in how you can use them throughout the season.

THE KICK-OFF HUDDLE

Our Huddle is very simple to get into. Our players are left and right side players. The L5 and R5 set the huddle 1 yard away from the ball and one yard off the 40-yard line. Everyone else spaces out based on those players. The numbers count our players from the outside in on their respective sides. The Huddle allows us to do many things on our kick-off unit. We like to keep things very creative and fun to help the athletes stay engaged in the unit. By the end of the season, we will have so many different ideas with our kick-off unit that we will not use all of them. We will practice them throughout the year in case one of our "crazy" ideas gets used in a game. We also utilize a basic number system to call where our kicks are going to be. We are not always blessed with a kicker that can consistently get the ball to the EZ so we have to rely on smart, and aggressive ball placement. One of the main things I look for is a player who does not want to catch the ball in the 2nd or 3rd lines of most KOR schemes. If they

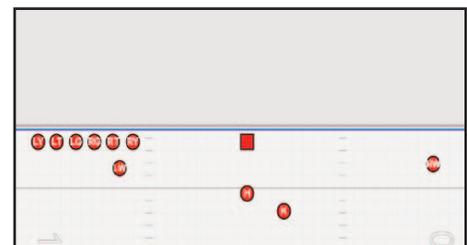
have a player that fits this mold, we will start the game by kicking the ball toward them and being aggressive to get the ball back.

As a Kick-Off unit, we look for athletes who first have the mentality of getting the ball back every single time. An athlete needs to be hungry in this unit in order for it to be successful in any capacity. A couple of my favorite ideas out of our kick-off system are Pooch and Scoop kicks to the 1st and 2nd levels, outsides out of the huddle, and king sets where we create different groups across the field for multiple outside opportunities. Our base kick-off is a 5x5 unit after breaking the Huddle. The Huddle also allows us to call in our kick location a lot easier as the Kicker will relay the call to the huddle and then we will break. Even if you just start in a huddle and break every time to kick the ball off, it creates another thing for the opposing team to game plan for. You will create a small level of doubt the ball is going deep every time you start in the huddle. For that reason alone I believe the Huddle on KO is something everyone should do. All games start with a Special Teams play

<p>Situations</p> <ul style="list-style-type: none"> • Kick after Safety • End of Game w/ Lead • Save the Game Outside • Bad kick – we call one direction and the ball goes the other way... make sure we can reset <p>Statistics</p> <p>GOOD STATS – these should be high:</p> <ul style="list-style-type: none"> • Touchback Pat • Stops inside -25 yard line • Takeaways • Onside Success Pat. <p>BAD STATS – these should be low:</p> <ul style="list-style-type: none"> • Lack of Full Effort • Kicks out of bounds • Opponent starts better than -35 yard line • Missed tackles • Missed assignments/alignments 	<p>Scouting Opponents</p> <ul style="list-style-type: none"> • What is their alignment? • What does the front line do? Leave early? Switch sides? • What does the back line do? • How many returns? Which is better? Switch sides? • Where do they set the wall? • What was the average return? What direction was most effective? • If we were to onside, where is best? <p>Attacking Opponents</p> <ul style="list-style-type: none"> • Great Returner – kick away or sky/squib • Front Line leaving early – onside
--	--

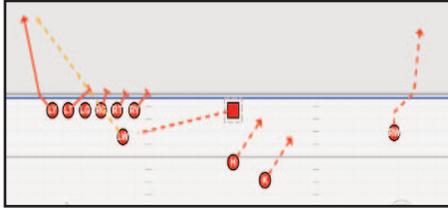
so you must invest time into this unit. Special teams directly impact games and momentum. Here are some keys I look for on the kick-off Unit. These keys were ones that I learned that really helped me out in scouting for the KO unit.

THE SWINGING GATE PAT



Our PAT unit will use a swinging gate formation on every PAT attempt. We will align in a base FG formation when kicking any Field Goals. I love the swinging gate because it is easy to install. The Line from the LY to the RY

will align with the RY on the hash and 6-inch splits. The LW will align between the RT and RY 1 yard behind the Line. The Holder will align as the QB in a shotgun look with the K in a Gun RB alignment to his right. The RW will align the numbers off the line. This allows the center to be eligible as a receiver. There are so many plays that you can design from this look. I will share a couple of my favorite plays. The key is to see how they align with it. If there is a numbers advantage anywhere you should call a play that attacks that area. If you have numbers to the gate you should call a play there. If you have numbers in the middle run it there. If your one dude split out is better than the guy guardiang him you should throw the fade. If there is any doubt you need to shift back to a normal PAT look as shown below. I will also showcase some basic calls out of the swinging gate that you can run. It is best to have a couple of calls that you rep a lot so you can be really crisp at running them. You may only have one shot to run that play so you better be able to go one-for-one.

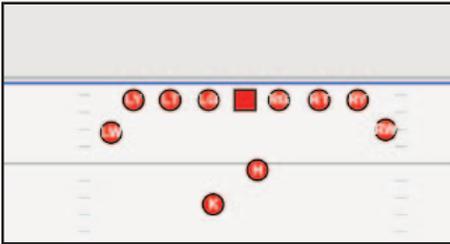


These are two of my favorite base-style calls with the swinging gate. They build off one another as well so if you get really good at one and run it. You can use one of these as a switch-up, later on, to ensure you are keeping the defenders on their toes. These again are very simple calls to install that will help get more buy-in from your athletes. The more fun you can have on special teams will help get the athletes the drive to get better in this area. Getting more buy-in will lead to better reps when the gate is practiced. Also, make sure to get

your LS the ball in a 2-point play for all the awesome snaps he is putting in! Here are some keys to look for in the XPT/FG game.

All in all, the biggest key with special team play is making it fun for the kids and making sure you practice it. You need to practice it to think you will have a solid special team unit. Put the effort into this unit like offense and defense and watch your team win more football games.

Thank you again to my Head Coach Brian Fletcher and the WFCa for allowing me the opportunity to write this article. I hope that you got something out of it to bring back to your team! If you would like to contact me to talk about anything football my email is: samuel.bartlett@rusd.org, sambartlett@gmail.com. Feel free to reach out if you have any questions!



Situations

- Fire
- Field Goal on Hash = Tackle over
- Last Chance FG (with & w/o Time-out)
- Long FG (ready to cover)
- We get FG blocked in front of LOS
- We get FG blocked behind LOS
- Quick Kick

Scouting Opponents

- What is their alignment?
- Where do they try to block from?
- Who is the blocker?
- Can we fake?

Attacking Opponents

- Great blocker
- Great inside push

Statistics

GOOD STATS – these should be high:

- Extra Point Pct.
- Field Goal Pct. Inside 40 yards
- Fake Success Pct.

BAD STATS – these should be low:

- Lack Of Full Effort
- Blocks/Muffs
- Missed assignments/alignments

Final
ON WISCONSIN!

GOOD LUCK TO ALL WISCONSIN HIGH SCHOOL FOOTBALL COACHES

FROM WISCONSIN FOOTBALL

 AUGUST 30TH MADISON, WI	 SEPTEMBER 7TH MADISON, WI	 SEPTEMBER 14TH MADISON, WI	 SEPTEMBER 28TH LOS ANGELES, CA	 OCTOBER 5TH MADISON, WI	 OCTOBER 12TH PISCATAWAY, N.J.
 OCTOBER 19TH CHICAGO, IL	 OCTOBER 26TH MADISON, WI	 NOVEMBER 2ND IOWA CITY, IA	 NOVEMBER 16TH MADISON, WI	 NOVEMBER 23RD LINCOLN, NE	 NOVEMBER 29TH MADISON, WI

FUNDAMENTALS OF PUNT COVERAGE

By: Zach Watkins, Special Teams Coordinator, Linebackers Coach, Washburn University

Our coaching staff at Washburn University believes that special teams can win or lose two games in a season. It might be a missed extra point, kickoff-return touchdown, or the kickoff team pinning the opponent deep in their own territory, but each unit has a responsibility to the team to win their play and help win the game. I always tell our special teams units: “Field position is the purpose of special teams.” No unit has a greater task off-flipping field position in our favor than the punt team.

We call our punt unit “Pride.” We use this moniker to stress to our team how important this unit is. “Pride” is also a part of our special teams’ mantra that we repeat before each meeting.

We are a shield punt team. We use the shield for three basic reasons: ease of teaching and understanding the scheme, the ability to plug guys in from week to week because of injury/playing time, and to provide the most effective coverage. This last reason is the most important.

Base Coverage

Our punt coverage unit uses different formations/shifts/motions, directional kicks, rugby-style roll outs, and other wrinkles from week to week, but our base coverage drills will stay the same. All of our coverage drills for special teams fit in well with what we want to teach on defense. By doing this, we can keep terminology the same across all areas of coverage, tackling, and leverage, which has translated well for our players.

Ends are our speed guys (wide receivers or defensive backs). It is their job in coverage to get to the returner as fast as possible. Their job, along with the snapper, is to take a shot and make the returner go east and west. The ends are taught to aim for the returner’s near shoulder, while the snapper is taught to go right down the returner’s middle.

Everybody besides the ends and snapper have one base principle in coverage, which we apply across all coverage teams and to our defense: Keep the ball inside and in front. If the ball is inside of you and in front of you, we will make 9 the tackle.

We teach the guards and tackles to employ specific leverage rules. Guards have 15x2 rule and tackles have 15x5 rule. This means that when they are 15 yards and closer to the returner, they must be leveraged 2 yards and 5 yards, respectively, to their side of the returner.

The left shield, middle shield and right shield are second-level contain players. As with any coverage team, we want to create levels to ensure we can still make the play if a front—line player loses his leverage. The left shield and right shield will keep the ball inside and in front of them, while inserting between the guard and tackle to their side. The middle shield will stack directly over the ball as he covers downfield.

The punter will always be our true safety and will stack the returner. Hopefully the punter does not have to make a tackle, but we make him go through certain open-field tackle drills with our defensive backs to ensure he has the skill set to do so.

Net Drill

We use the net drill at the start of every spring and fall camp to teach our base coverage lanes. I want to give our guys a visual of the coverage and how their leverage affects everyone else on the Pride team. We will give a protection call, they will protect first and then cover. We practice on air to begin camp, then practice vs. live rush as we progress.

The ends and snapper will sprint through the returner with their proper shoulder leverage. The guards and tackles will stop at cones which have been set up for their 15x2 and 15x5 leverage rules. The shield players will protect until they hear ball kicked, and cover to their second level cones. The players will stop on their cones and I will go over each leverage and coaching point for each position.

Next, I will blow three whistles:

- On the first whistle, the returner will sprint laterally in one direction. The coverage will work slightly downhill off their cone, keeping their leverage in the direction the returner is running.
- On the second whistle, the returner will sprint in the other direction with the coverage changing direction.
- On the third whistle, the returner will sprint up-field from wherever he is. The coverage will converge and tag off on the returner.

The key coaching point for this drill is to, once again, keep the ball inside and in front as the returner changes direction. This drill is also useful for teaching the ends and snapper to sprint through the returner and not to worry about breaking down to make the play. Once they get the concept of the drill, we will take out the cones and live cover.

Shimmy Drill

The Shimmy Drill is another effective way to keep the “inside and in front” mentality in players’ minds. We use this for teaching punt and kickoff coverage, but is also applicable to defense. Players will align on a cone, sprint downfield 10-25 yards (we start short and expand the drill to longer distances) around a cone and “shimmy” their feet as they keep proper leverage on the returner.

The returner will be 10 yards from the last cones, and sprint forward or directionally with the coverage keeping the ball inside and in front. “Shimmy” for us is closing the distance towards the ball carrier by having “hot” feet and always moving forward.

The key coaching point for this drill is to make sure it is a sprint around the cone before getting into the shimmy, not allowing the player to shimmy their feet too early.

Off-The-Line Release

Whether we are having to block defensive players trying to block our punt or the opponent is holding up to set up a return, we teach our guys that you must “suddenly and violently” disengage at the line. By properly doing this, we have a better opportunity to make a play in coverage.

Off-The-Line release is a simple, quick drill we utilize every day. We have the punt return team vary its alignment and rush/holdup, then work disengaging from their block at the line of scrimmage.

It’s the same thing I teach my linebackers. We use the term “shock and shed.” We work on striking with both hands, thumbs up on the near pectoral muscle, protecting inside-out. After we shed, we progress into the trail/widen/pickup drill.

Trail/Widen/Pickup Drill

This drill is the progression we teach after the Off-The-Line Release Drill. We use this drill as our primary punt return drill, but we utilize it for teaching punt coverage based off what the return team is trying to do.

The drill starts with the punt team at arm’s reach ahead of the punt return. They are aligned next to a cone, with a cone 25 yards away offset to their inside. This offset cone is simulating the returner being inside of where the punt return team is trying to block the punt team.

It is a full-speed competition drill of the punt team trying to reach the returner. The key coaching point of this drill is for the punt team to “stack” the punt return team. If we allow the punt returner to trail and stay inside of us, he will eventually be able to pick us up. If we stack the punt returner, there is no way the punt return team can block us.

Pride/Wolf-pack 2-on-2 Matchup

After we work each coverage technique described above, we will go full speed live with “2-on-2 Matchup.” We will progress into full line coverage vs. a punt return team, but this 2-on-2 drill is more competitive and controlled than 11-on-11.

The goal of the drill is simple: Punt team must make the tackle; punt return team must make their blocks. I will give the punt return team different leverages/rush assignments, and the punt team will protect with our normal protection calls.

Goal Line Locate

This is a great drill to utilize with limited time. We have a specialty period every day (kickers kick, punters punt, snappers snap, and so on). During this period, we take every one else involved in special teams and run the Goal Line Locate Drill.



Coaches can be a key resource providing educational opportunities about mental health and suicidal ideation for parents and student-athletes. The Parent Resource Program is a great tool that can assist coaches' efforts educating parents about the "Silent Epidemic" of youth suicide. Preparing parents to recognize changed behavior in their child and how to respond is key to saving lives. Also, a link may be placed on the school or athletic website for a continuing resource.



Suicide Prevention Begins With Awareness and Education

Youth Suicide is a major health problem facing the youth in our nation, state and communities. Yet, most people are unaware of the danger suicide presents for our young people. The Parent Resource Program (PRP) is a web-based program designed specifically for parents; however, the information provided is an excellent resource for educators, coaches, youth workers, other adults, and young people. The Jason Foundation (JF) believes that awareness and education are key elements to preventing youth suicide. The main focus of the PRP is to provide information that will assist parents to recognize changes in behaviors that may indicate suicidal thoughts and know what to do to help an at-risk child. The PRP provides:

- Youth Suicide Statistics
- Common Suicide Myths
- Signs of Concern
- Higher Risk Groups
- Risk Factors & Elevated Risk Factors
- What A Parent Can Do
- Do's and Don'ts
- Resources for Assistance
- Parent and Community Seminar

For more information, please visit the Parent Resource Program website:

prp.jasonfoundation.com

This website is to be used for educational and information purposes only. It is NOT a crisis intervention service.



The Jason Foundation, Inc. (JFI) is a non-profit organization dedicated to the prevention of the "Silent Epidemic" of youth suicide through educational and awareness programs that equip young people, educators/youth workers and parents with the tools and resources to help identify and assist at-risk youth.

DID YOU KNOW?

- Suicide is the 2nd leading cause of death for young people, ages 10-24 (CDC WISQARS)
- Suicide is the 2nd leading cause of death for ages 12-18. (CDC WISQARS)
- Suicide is the 3rd leading cause of death for college-aged youth. (CDC WISQARS)

The Parent Resource Program is provided at no cost. If interested, a button or link to the PRP can be added to your school's or agency's websites. For more information please contact The Jason Foundation at 1-888-881-2323 or contact@jasonfoundation.com.



prp.jasonfoundation.com

We operate with half line, single cover, full line, or any combination that we want to practice. A punter will practice his “sky kick” (our term for a short yardage punt) with the respective guys assigned to covering. We teach them to sprint and find the goal line first, then locate the ball. The key coaching point is to be aware

of where you are on the field and keep the ball in the field of play. This is a very effective drill that can be done in a short amount of time.

Field position is the purpose of special teams. No other unit on the team has as important a job to flip the field position than the punt team. Being great in this area is vital to our success. Our focus

is to win two games each season with great special teams play and our Pride team is the most important aspect of accomplishing that.

We would like to thank the AFCA for expressed permission to republish this article which appeared in the July/August 2018 issue of the AFCA Magazine Vol. 8 No. 4.

VISUALIZATION AND IMAGERY TECHNIQUES FOR KICKERS AND PUNTERS

By: Ray Guy and Rick Sang, ProKicker.com

The skills of kicking and punting are based on directing a kicked or punted football at a target or toward a particular position on the football field. To accomplish these objectives, the kicker or punter first aligns in a precise position to effectively direct the flight of the ball. Throughout the alignment process, the kicker or punter uses natural aiming points and landmarks as reference points. Each time they refer to these positions on the football field, they have an opportunity to set an immediate goal and visualize the football reaching that target. Whether they realize it or not, they are constantly preparing to succeed by first seeing the results of their efforts before they ever kick or punt the ball.

Kickers and punters can incorporate visualization and imagery techniques into their everyday routines in many ways. This is a natural approach to the mental aspect of the game and should be incorporated as part of the skill—training process. These techniques can effectively increase the kicker’s and punter’s abilities to perform under pressure by increasing their confidence. Through game-like experiences, kickers and punters use these techniques to maximize the efficiency and effectiveness of training and give them the edge they need to perform at an optimal level

Every time the kicker or punter aligns in position to kick or punt and focuses on his reference points, he should quickly visualize the flight path of the football going directly to the target. For example, the placekicker has the opportunity to visualize when he’s determining his point of placement, when he’s toeing the line to determine his vertical alignment, and when he checks his target from his stance.

The placekicker can develop the ability to read his mechanics by seeing and feeling his body position (kinesthetic feel) during the post-kick check phase to learn the precise path of the football. He develops this technique so thoroughly that he anticipates the exact location of the football simply by evaluating the reference points of his body.

As his eyes ascend, he’ll be able to extend the arm on the side of his kicking leg upward in a direct line toward his target, pointing as if he were touching the football in flight.

As part of their pregame preparation, the kicker and punter should check the field surface, assess weather conditions and wind direction,

and study the general layout of the facility. This is especially important before away games. They should identify certain landmarks or stationary objects to use as aiming points and become familiar with the environment. The pregame is also an excellent opportunity to align on various spots of the field and simulate game situations in order to visualize successful kicks and punts. This active form of imagery can be done anywhere on the field.

Attentional Focus & Distraction Elimination

Getting properly aligned provides a great opportunity for the kicker or punter to focus his attention on his target and then ensure every step of his alignment aligns precisely with his target. This process is the basis of kicking and punting a football in a precise direction.

The routine of alignment requires focused attention that also serves to eliminate distraction. The alignment routine gives the kicker or punter something constructive to do when the game is on the line and the kicker or punter must focus solely on the kick or punt.

As the kicker or punter runs onto the field, he should:

- Know the game situation and focus on the officials spotting of the football at the line of scrimmage.
- Locate his target according to the placement of the football and precisely align in a position that ensures optimal direction and placement of his kick.
- Check his target once he’s in his stance and quickly visualize a successful kick, which can be a simple positive affirmation toward where he’ll direct the football, before acknowledging his readiness to the holder or snapper.
- Keep things simple by limiting his thoughts, allowing him to focus entirely on performing at the optimal level he has prepared for.

The progression of running into the game, determining his target, aligning precisely, visualizing the objective and performing optimally demands total concentration. The entire process requires attention to detail and allows the disciplined kicker and punter to eliminate outside distractions.

Enduring The Opposition’s Icing Attempts

When the game is on the line and a pressure

kick is coming, you can expect the opposing team to try to disrupt the kicker’s focus by calling a time out to delay the kick. This is known as icing the kicker. The opponent wants to make the kicker consider the magnitude of the kick. The delay also provides an opportunity for opposing players to do a little taunting by reminding the kicker of the enormity of the situation. They might even throw out a few personal barbs to try to create negative thoughts that anger or frustrate the kicker.

Whatever the case, the kicker has a multitude of mental weapons to shield himself from a barrage of verbal attacks. First, to be prepared and game—ready, he should always strive to develop his skills until they become second nature.

He should be so confident in his performance that he doesn’t have to think. He simply responds. He should plan to succeed by practicing the situation. He rehearses and practices the last—second kick and the kick - with—the game—on—the-line scenarios throughout the season during a weekly regimen. He approaches every kick as if it were a game winner. It doesn’t matter if it’s a PAT in the first minute of the game, a 45-yard field goal in the middle of the second quarter, or a chip-shot kick early in the second half. He routinely approaches each kick as if the game depended on his success. This way, he can approach a true game-winning kick as if it’s just another kick.

He identifies his target and aligns accordingly. The alignment routine requires focused attention that also serves as a remedy to eliminate distraction. He also focuses on the finish and on performing his mechanics optimally. By aligning properly and finishing properly, he allows the fundamentals to be executed effectively. This in itself demands total concentration.

He sticks with his routine. The act of running onto the field to perform the kick is a routine every kicker is accustomed to. An opposing team trying to ice the kicker might call time—out after the kicker finds his target and aligns in his stance. With approval from the coach, the kicker should consider running back to the sideline and standing next to the coach, just as he did prior to running into the game to make the kick. After the time-out, he gets approval from

the coach and then goes back into the game, just as he did the first time he went onto the field. This is a great way to keep active during the time-out without standing on the field and thinking. More important, the kicker sticks to his usual routine.

He separates himself from the opponents. When the time-out is called, the kicker is usually 9-10 yards away from the opposing team. This is too close because he'll clearly hear any verbal barbs directed his way. Instead, he should immediately walk away to establish separation and allow some of the crowd noise to block out the on-field banter. He might talk to a teammate or take the chance to visualize the upcoming kick.

He thrives in the moment. This is exactly the kind of situation he has prepared for. He develops the mentality to embrace the challenge. This is a moment he has played in his head over and over. Not only is he prepared, he is thankful for the opportunity.

He talks with either the holder or the coach about something insignificant or what needs to be done after the kick is made. For example, while on the sideline during the icing time-out, the coach might say, "After you make the kick, make sure that on the kickoff you kick a deep squib kick down the middle of the field, and tell everyone we need an all-

out-effort to cover." With these words, the coach provides a powerful message about his confidence in his kicker.

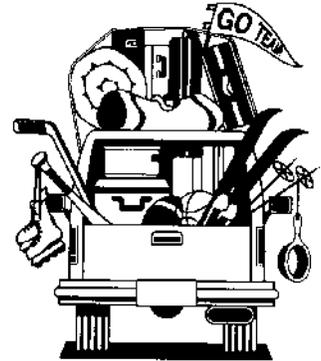
Dusty Mangum, who began his college football career as a walk-on for the University of Texas, is best known for a 37-yard game winning field goal as time expired in the 2005 Rose Bowl. Moments prior to Mangum's kick, head coach, Mack Brown, told the senior, "you're the luckiest human being in the world because your last kick at Texas will win the Rose Bowl." The kick made Mangum an instant celebrity and a legend in the storied history of Texas football.

Finally, the kicker repeats a positive mantra—finish to the target, fluid and smooth, focus on the finish. He stays positive, waits for the time-out to end, and then calmly kicks the ball through the uprights.

This article - was excerpted from the book "Football Kicking And Punting" by three-time AFCA Pro Bowl winner and co-founder and director of the Ray Guy Prokicker.com Academy. The book is available for purchase from Human Kinetics at <http://bit.ly/hkptms>.

Thank you to the AFCA for the expressed permission to republish this article which originally appeared in the January/February 2020 issue of the AFCA Magazine.

**HAVE YOU MOVED
OR CHANGED YOUR
EMAIL ADDRESS?**



Let us know!

Drop us a line at:
P.O. Box 8
Poynette, WI 53955
or by email at: office@wifca.org

THANK YOU!

2024 UW-LA CROSSE FOOTBALL SCHEDULE

9/5 at RPI (Troy, NY)	10/19 at UW-Eau Claire
9/14 vs Northern Michigan	10/26 vs UW-River Falls
9/21 at Grand Valley State (Allendale, MI)	11/2 at UW-Stout
10/5 vs UW-Platteville	11/9 vs UW-Whitewater
10/12 at UW-Oshkosh	11/16 vs UW-Stevens Point

DEFENSE

STRIKE CIRCUIT

By: Rocky Larson, Head Football Coach, Mayville State University, Mayville, North Dakota



Rocky Larson

My name is Rocky Larson. I am the Head Football Coach at Mayville State University in Mayville, North Dakota. The path that has led me to coach has been a unique one. I ended up getting hurt my senior year of high school, so I could not play college football. As a freshman, I began coaching as a position coach at the University of Wisconsin-River Falls. The fall of 2023 will be my 14th year in college football. Over the course of my career, I have spent time coaching both sides of the football. I coached on the offensive side for three years and the defensive side for eight years. I am going to talk about one of my favorite circuits. This circuit will get athletes to give everything they have while also learning how to play with their hands. We started running this circuit over five years ago, and it has become an integral part of what we do every week.

STRIKE CIRCUIT

Over the last eight years as a Defensive Coordinator and now as a Head Coach, I have noticed that athletes have not learned how to use their hands. At the college level, I assumed that athletes coming into college football would already understand how to play with leverage and be physical at the point of attack. As the Defensive Coordinator at the University of Wisconsin-River Falls, we implemented a set of drills that taught our athletes how to fight and be physical with their hands. The Strike Circuit is comprised of four different drills that take about three to four minutes each. Defensively, we have about 45-50 athletes. We split our athletes up positionally with 10-13 players per group. The entire circuit should not take more than twelve minutes. This is a high-intensity circuit that requires maximum effort from the players and staff. This is by far the most rigorous circuit that we do, so we try to do it early in the week.

It is important to do the Strike Circuit early in the week to allow our athletes ample time to recover before gameday. To run the circuit, you will need four pupups, three bags of any kind, a football, and some sort of sled to be able to hit. I have created a diagram of the drills within the circuit and described how to operate them. If anyone wants film of the drills please reach out to me at rocky.larson@mayvillestate.edu.

PARTNER POP UP

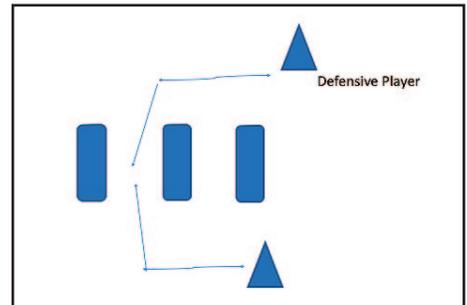
The first drill is worked with the pupup pads. You will only need one coach with a stopwatch to run this drill. With 13 players per group, we use four pupups. To get the drill started each player should partner with a teammate similar in strength. Each group stands opposite of each other on either side of the pupup in an athletic stance. The main coaching point for this drill is to teach kids to punch with their thumbs up. We are looking for a fast, violent punch with great hand placement and reload. When the athletes get tired during this drill, their thumbs will drop, and their elbows will move away from their bodies. Our goal is to teach elbows in, thumbs up, and to be violent throughout the entirety of the drill. When the coach blows the whistle, the pre-designated side will start the drill by hitting the bag with proper form; immediately after the first strike the partner on the other side will strike it back to the initiator. This will be a quick back and forth for 20-25 seconds. Our goal is to complete two reps per person with a short break in between. This is by far the hardest drill for the players, but it has become one of the most useful drills we use in our program.

GAP TACKLE

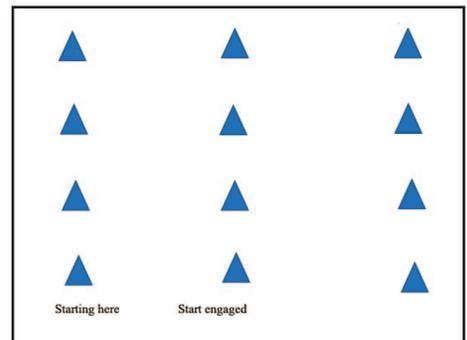
The second drill for the Strike Circuit is gap tackling. This drill needs one coach, a whistle, three bags, and one football. We teach everyone on defense to stay square to the line of scrimmage for as long as possible. This is a drill that we use to teach shuffling and getting downhill to our opponents' hip while tackling. To set up the drill, we split up the athletes evenly on each side of the bags. The side that the coach stands on "carries" the ball first. The ball carrier jogs in a straight line with the defender staying on his back hip for as long as he can. The ball carrier can pick any gap between the bags. When he does, the defender sticks his foot in the ground and comes downhill. We are not looking for a knockout hit in this drill. We are looking for a perfect form tackle and for the athlete to bring their hips through. This is a drill that a lot of different schools at all levels use during practice to

teach tackling. We have found that adding it to the Strike Circuit ensures we practice it at least once per week. This ensures that we include all of the correct coaching points within the drill regularly. We have found that our ability to tackle in tight areas has improved over the years since adding this drill to the circuit.

THE GAUNTLET



The Gauntlet is one of my favorite drills that we do weekly. We put the coach with the most juice in charge. All you need for this drill is a whistle. With a group of 12, we will go three lines with 3 people stacked out in front like diagramed below.



The top triangle is the defensive player. Everyone else is in a line about three yards apart. To start, the defensive player and the first player in line are engaged. The offensive player can hold, grab, or do whatever is necessary to keep the defender from shedding them. They want to make it as hard as possible for the defensive player to get past them. The drill will run by itself after the initial start by the coach. Once the defensive player gets past the first offensive player he should run to the next athlete in line and engage with them to start the process again. In this drill, we are looking for low contact collisions. Our coaching points in this drill are making sure that when we punch, we are keeping our thumbs up and our elbows in tight for a quick strike. This helps us in our pursuit of working different drills to shed blocks. Dur-

ing indy periods each position group will work on technique to not get blocked. Other than team reps, this is the only drill that will bring everything together in a full-speed setting. As a defense one thing that we emphasize is that getting held while playing defense is an excuse. We want to put drills in that will teach our athletes how to get off blocks even when being held. We have noticed a big difference in our ability to get off blocks from all levels with this simple drill. Once again, by putting this drill in our Strike Circuit we know that we will do it weekly.

SLED STRIKE

The final drill of the Strike Circuit is the sled strike. For this drill, you will need to have a sled (three-to-five-person sled), a whistle, and one coach. We have a five-person sled at Mayville State, so we will use that as a reference. The athletes will form five lines, one on each part of the sled. The players will be in their position-based stance. Our defensive backs are in a press technique stance, linebackers in a low power stance, and the defensive line will be in a three-point stance. When the whistle blows, everyone will take one step and punch. We are working on having our thumbs up and punching quickly and violently

like we do in the popup circuit. After the quick punch, everyone will get reset as quickly as possible. Around two seconds later, the coach will blow the whistle again to get another rep in. He will do this three times, and then the player who was first will rotate to the back of the line. The goal for athletes completing this drill is to complete 15 quick reps in under one minute. The most important thing in this drill is to use the technique that we taught throughout the circuit, which is to keep thumbs up with and use violent punches.

CONCLUSION

Overall, this is the best circuit that I have come across in my 14+ years of coaching college football. In under 12 minutes, this circuit reinforces almost every main coaching point that a defense needs to be successful. This is important because it is challenging to find individual drills that cover each of these coaching points while not taking too much practice time. The Strike Circuit makes sure that you accomplish working on gap tackling, getting off blocks, and learning to play violent with your hands. Incorporating this circuit into our weekly practice plan and continuing to improve these drills, our kids learned how to fight with their hands. The one piece of advice that

I have is to walk through the circuit at a lower intensity to ensure that the athletes perform the drill correctly. If anyone has any questions or would like to have the Strike Circuit sent to them, please email me at rocky.larson@mayvillestate.edu I will get it sent over to you right away on Hudl. Thank you all, and best of luck this off-season!

“Difficulties in life are intended to make us better, not bitter!”

-- Dan Reeves

2024 UW-OSHKOSH TITAN FOOTBALL SCHEDULE

			
SEPT 7	SEPT 14	SEPT 21	
			
OCT 5	OCT 12	OCT 19	OCT 26
			
NOV 2	NOV 9	NOV 16	

#BETHEONE | 12

HOME | AWAY

TEACHING AND EMPHASIZING DEFENSIVE PURSUIT THROUGHOUT THE SEASON

By: Steven Brusky, Defensive Coordinator, Milwaukee King High School

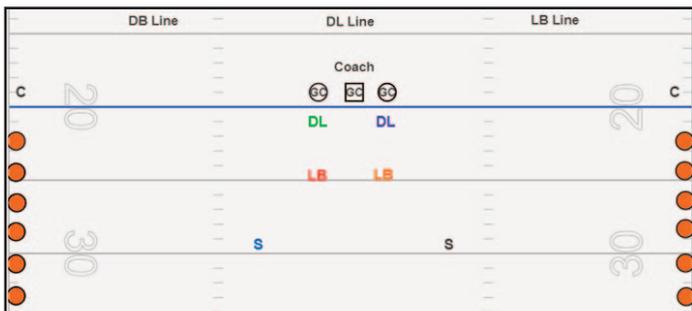


Steven Brusky

I want to thank the WFC A for allowing me to discuss how we teach and emphasize pursuit at Rufus King High School. My name is Steve Brusky and I have been the defensive coordinator and inside linebackers coach since the 2021 season. During that time we have won at least a share of the City Conference while giving up an average of 14 points per game in 2021, 11 points per game in 2022, and 6.9 points per game in 2023. Before my time at King I had the privilege of playing and coaching under many talented and dedicated coaches like Justin Friske, Scott Pethel, Bill Lund, Bill Young, Joe Koch, Mike Lecher Sr., Robert Hellen-drung (AKA Hubba), and many others. All of those guys taught me something that I still use in my own coaching today. I give a lot of credit to Coach Friske (my high school coach at Pius XI) and Lecher Sr. (Pe-waukee High School) for helping me understand the importance of great pursuit. I'm a firm believer that great defenses fly to the ball, are great tacklers, and force a lot of turnovers. It doesn't matter the scheme if your defense lacks in those categories. Everyone swarming to the ball makes it easy to tackle and steal possessions because it limits the number of solo tackles that have to be made and increases opportunities for turnovers. I am going to discuss different drills and practice methods that have helped us become a relentless and successful defense.

6 Cone Pursuit Drill Organization:

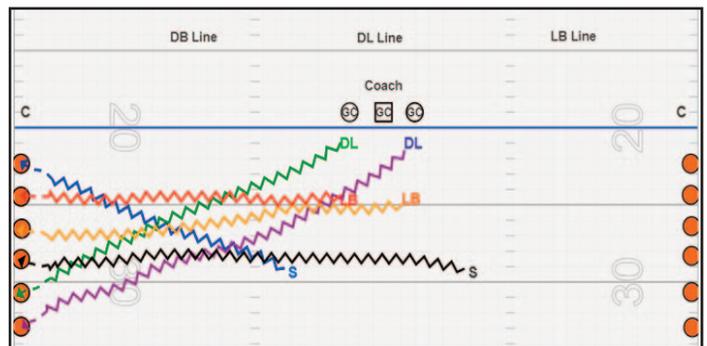
The drill is set up with two defensive linemen, two linebackers (could be inside or outside backers), and two secondary players. Each defensive lineman is one yard off the line of scrimmage aligned head up on their offensive guard which is a bucket. The linebackers' heels are stacked five yards behind the Defensive Linemen. The secondary players (Safeties/Corners) have their heels five yards behind the linebackers and one yard inside their hash. The ball is in the middle of the field with six cones on each side line about two and a half yards apart. The first cone is two and a half yards off the line of scrimmage on the defensive side. The players are all facing in the direction of a coach in the middle of the field who is the quarterback. The coach who is quarterback will stand behind a garbage can that represents the offensive center. There is a coach



in front of the first cone on the offensive side of the ball for each sideline. The players who aren't in the drill are in one of three single file lines located five yards apart and five yards behind the quarterback coach. There will be a lineman, linebacker and a secondary line. The first two guys in each line will be the next guys to go for the drill.

6 Cone Pursuit Execution:

The coach in the middle of the field will raise the ball above his head as a signal for all six players to start chopping their feet in place. All players will perform an up down once the coach lowers the ball below the waist. As the players get up quickly, the coach points to a sideline that indicates the direction of the defensive pursuit. Each player needs to sprint to the first available cone that he sees and finish with a shimmy and chopping of the feet. A shimmy is when the defender sinks his hips and starts to downhill shuffle with the near foot forward keeping hips square to the line of scrimmage when he gets three yards away from the ball carrier, or in this case, the cone. For the purpose of this drill, the pursuit direction determines the lead foot. Players going left finish with a left foot shimmy. Players going right finish with a right foot shimmy. Players don't have a predetermined cone. They will take the first available cone. While sprinting, players will deepen their angle when another defender is in front of them. In theory, the fastest player should get to the first cone and so on down the line. The players will continue to chop their feet in place at their cone until the sideline coach gives a thumbs up or down. The group will have to go again if coaches notice players running behind each other, not sprinting, two players at the same cone, not shimmying, etc. We are trying to get as many reps as possible emphasizing one hundred percent effort! There is no tolerance for loafing!! We make groups repeat reps until we are satisfied with the effort. A thumbs up will indicate a positive rep and initiate a sprint by all six players to the sideline coach. All six players will perform a breakdown and go back to their respective lines. Our slogan at Rufus King is "Earn the Crown". The slogan reminds our players that success always has to be earned. The players finish every group and team rep repeating that slogan. They will huddle together and our Mike inside linebacker shouts "Earn" while the rest of the players respond by yelling "The Crown!!" in unison.



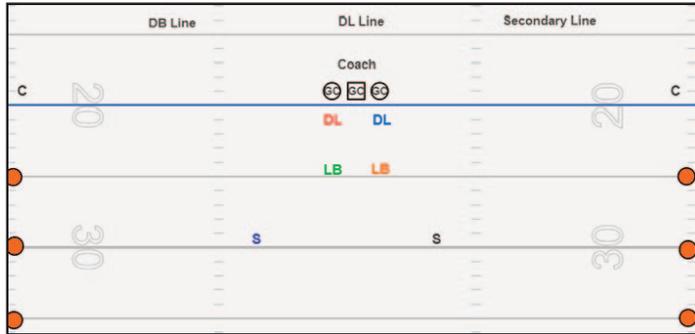
Why do we like the 6 Cone Pursuit Drill?

It emphasizes speed, proper pursuit angles, conditioning, and correct tackling footwork. The drill is very easy to organize, teach, and allows for a lot of reps in a short amount of time. It does not require scout guys to catch, run, or throw which can slow down the drill. The 6 Cone Pursuit also makes it easier to evaluate players because there are less of them. Guys can't loaf and hide like they could for a full team pursuit drill. As the year goes on, we can get this done in a five minute period.

Criss Cross Pursuit Organization:

The set up for this drill is almost the same as the 6 cone pursuit. There will once again be two defensive linemen, two linebackers, and two secondary players. They have the same alignment as the six cone pursuit

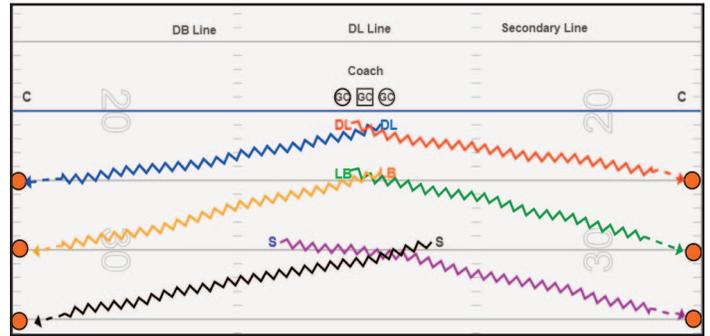
with the coaches also in the same positions. There are three cones on each sideline vertically spaced five yards apart. The first cone is five yards off the line of scrimmage on the defensive side of the ball. The players who aren't in the drill are in one of three single file lines located five yards apart and five yards behind the coach who is the QB. There is a lineman, linebacker, and secondary line. The first two guys in each line are the next ones to go for the drill.



Criss Cross Pursuit Execution:

The coach who is the QB will raise the ball above his head as a signal for all six players to start chopping their feet in place. The players will perform an up down once the coach lowers the ball below his waist. Each player will rapidly get up and sprint to a cone that is on the opposite sideline from their initial alignment. The defensive lineman, linebacker, and defensive back on the defensive right side of the ball will sprint to the left sideline. The right side defensive lineman's landmark is the opposite five yard cone. The right side linebacker's landmark is the opposite ten yard cone. The right side defensive back's landmark is the opposite fifteen yard cone. Each player finishes with a shimmy and chopping of the feet at their respective cones. The players will continue to chop their feet in place at the cone until the sideline coach gives a thumbs up or down. The group will have to go again if coaches notice players running

behind each other, not sprinting, two players at the same cone, running into each other, not shimmying, ect. A thumbs up will indicate a positive rep and initiate a sprint by all 6 players to the sideline coach. All 6 players will perform the "Earn the Crown" breakdown and go back to their respective lines.



Why do we like the Criss Cross Pursuit Drill?

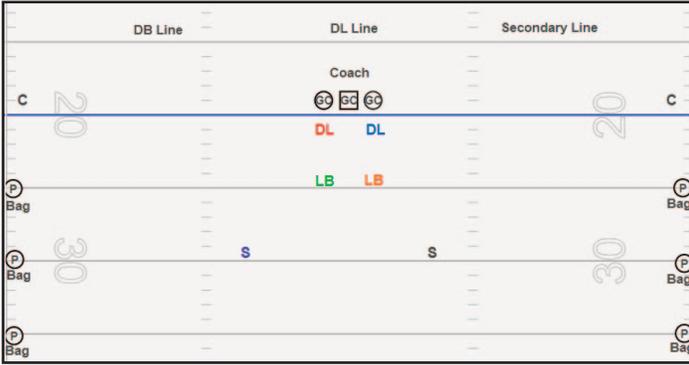
This drill teaches players to keep their head on a swivel and adjust their pursuit angles while flying to the football. I love it because you can implement different ways to finish the drill which I'll discuss later. It makes it easy to evaluate players because it's not a full defensive drill just like the six cone pursuit. Guys can't loaf and hide like they could for a full team pursuit drill. It also does not require scout guys to catch, run or throw which can slow down the drill.

Criss Cross Fit Tackle Organization

Everything is organized the same as the Criss Cross pursuit except there will be a player holding a tackling bag at each cone vertically spaced five yards apart. Bag holders on the defensive left will hold the bag in their right hand away from their body facing toward the middle of the field. Bag holders on the defensive right will hold the bag in their left hand away from their body facing toward the middle of the field.

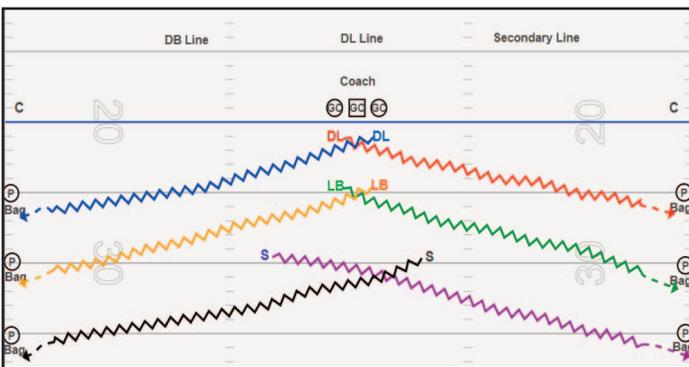
UW-RIVER FALLS FOOTBALL
2024 SCHEDULE

@		SEPT. 7
VS		SEPT. 21
@		SEPT. 28
VS		OCT. 5
@		OCT. 12
VS		OCT. 19
@		OCT. 26
@		NOV. 2
VS		NOV. 9
VS		NOV. 16



Criss Cross Fit Tackle Execution

Players will perform the criss cross pursuit and finish with a fit tackle on a bag. Guys on the defensive left will finish with a right foot lead shimmy tackle, while players on the defensive right will finish with a left foot lead shimmy tackle. In other words, players running to their left will finish with a left foot shimmy tackle and players running to their right will finish with a right foot shimmy tackle. We emphasize placing the facemask on the ball for tackles. For the sake of the drill, players running to their right will finish with their head to the right. Players running to their left will finish with their head to the left. Our tackling coaching points are in this order: Sprint, Shimmy, Bite, Punch, Drive for 5. We obviously want everyone sprinting to the ball and shimmying when they get three yards from the ball carrier. We want tacklers to squeeze down on the near hip of the ball carrier. We emphasize that they should always maintain at least one yard inside leverage from the near hip to prevent cut back. Guys put their facemasks on the ball when their near foot splits the crotch of the guy they are tackling. They will double uppercut punch with their elbows tight to their side shooting hips with hands, while grabbing jersey from behind. They finish the tackle by driving their feet for five yards. We tell our guys they should connect their hips to the ball carriers' hips. Too much space means they aren't bringing their hips on the tackle. Players will do all of this on bags for the purpose of this drill. We will also do the same thing but finish with a hawk roll tackle to simulate a time when our guys can't get their facemask to the ball. The coaching points are sprint, squeeze the near hip, wrap and squeeze the legs, and roll with your leverage. The guy who tackled the bag will be the new bag holder while the old holder will go back to their position line. We will make groups repeat if effort is unsatisfactory.

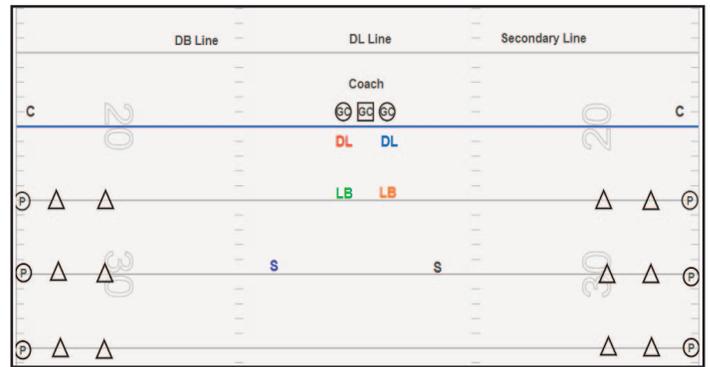


Criss Cross Fetal Recovery Organization

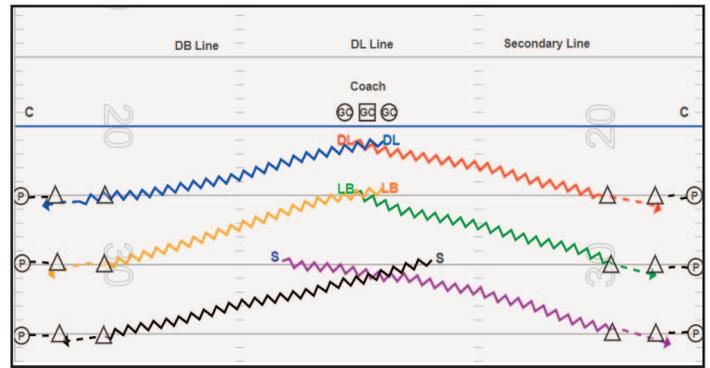
Everything is organized the same as the Criss Cross pursuit drill except there will be a player holding a football at each cone spaced vertically five yards apart and two horizontal landmark disc cones. The first horizontal landmark cone is two yards inside the sideline cone. The second horizontal landmark cone is 5 yards inside from the sideline cone. This drill emphasizes pursuit and technique for recovering a fumble in traffic.

Criss Cross Fetal Recovery Execution

Players will perform the Criss Cross Pursuit and finish with a fetal fumble recovery. Players with the football will slowly roll the football toward the middle of the field about three yards from their sideline cone when the



pursuit player gets five yards from them. We use the landmark cones as guidance. The pursuit player will fetal recover the football by sliding to the side of it focusing on bringing the knees to the chest while hugging it tight to the chest. They will end up in the fetal position cradling the ball. Fetal recovery players will replace the players who rolled the ball. Guys who rolled the ball will go back to their position lines.

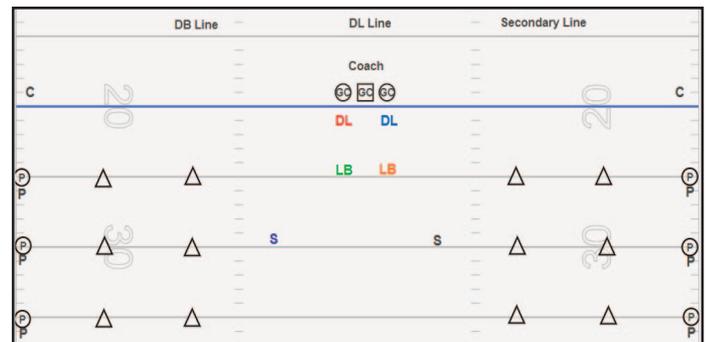


Criss Cross Scoop and Score Organization

Everything is organized almost the same as the Criss Cross Fetal Recovery except there will be two players in line with a ball at each sideline cone. The first horizontal landmark disc cone will be five yards from the sideline cone. The second horizontal landmark cone will be ten yards from the sideline cone. This drill emphasizes pursuit and technique for recovering a fumble in open space.

Criss Cross Scoop and Score Execution

Players will perform the Criss Cross Pursuit Drill and finish with a scoop and score fumble recovery. The first players with the football will softly roll the football toward the middle of the field about five yards from their sideline cone when the pursuit player gets 10 yards from them. We use the landmark cones for guidance. The pursuit players will scoop and score by bending their knees in an athletic position while making sure their fingers lead to the ball. They secure the football ball high and tight finishing with a touchdown. The players from each side will finish with an "Earn the Crown" breakdown. We make groups repeat reps if effort is unsatisfactory. Scoop and Score guys will become the second guy in line who rolls out the ball. The second player at the cone will become the



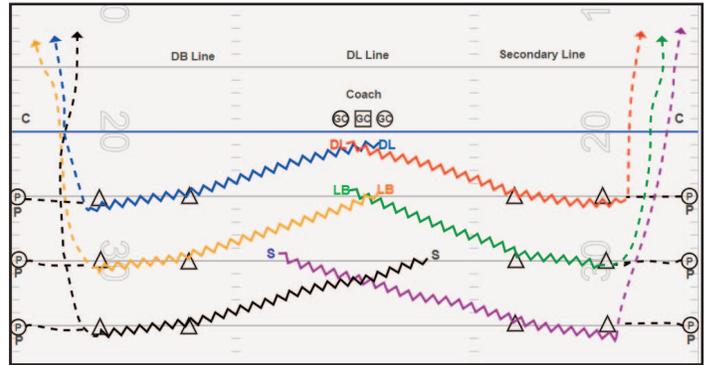
first roller and the first roller will go back to their position lines. We also do this to simulate tipped interceptions instead of fumbles.

Why do we like the Criss Cross Pursuit with Tackle, Fetal Recovery, Scoop and Score, and Interception Finish drills?

These drills are great because they're exactly the same as the normal Criss Cross Pursuit while also working on tackling or creating turnovers. I love it because the possibilities are endless and it allows us to drill multiple phases of defense all at once. It also eliminates the monotony that sometimes happens when you repeat the same drills.

Two Whistle Drill Organization and Execution

We tell our players before inside run, skelly, and team sessions that there will be two whistles to end every play. The first whistle indicates the play is over. Guys who aren't at the ball after the first whistle will have three seconds to get there. Ideally, we want a coach who is in charge of blowing the whistle and a coach responsible for counting down from three seconds. The whistle coach will blow the play dead after a tackle, thud, or incomplete pass. The countdown coach will countdown from three seconds once the first whistle was blown. The whistle coach will blow a second whistle after the 3-2-1 countdown. The entire defense will end each rep with an Earn the Crown breakdown. Players who don't get to the ball in 3 seconds will have to perform 5 up downs or burpees. We emphasize speed during the entire play! We don't want guys watching the ball and suddenly changing their speed of play to get to the ball. They should be going full throttle the entire play. We also do this drill for our underclassmen and scout guys so they understand varsity expectations. It is crucial that all defensive coaches on the staff are focused and don't miss out on extra opportunities to incorporate this drill.



Why do we like the Two Whistle Drill?

This drill has been an absolute game changer for emphasizing pursuit and making it muscle memory for our players! It's awesome because we focus on scheme, technique, pursuit and conditioning all at once! We also don't always have to carve out practice time to fit in a pursuit drill. The drill has made it second nature for everyone to be around the ball during games because it's incorporated in everything we do. There is rarely a time when we don't see 8-10 guys near the ball at the end of a play.

Conclusion

I hope I've been able to provide you with something that you can take back to your program. Please don't hesitate to contact me with any questions that you may have. My email is bruskysm@milwaukee.k12.wi.us. I wish everyone the best of luck this upcoming season.

UW-PLATTEVILLE FOOTBALL 2024 SCHEDULE

HOME

- SEPT. 7 | 1 P.M. VS LAKELAND
- SEPT. 14 | 1 P.M. VS DUBUQUE
- SEPT. 21 | 1 P.M. VS WABASH
- OCT. 12 | 1 P.M. VS UW-RIVER FALLS
- OCT. 26 | 1 P.M. VS UW-WHITEWATER
- NOV. 9 | 1 P.M. VS UW-EAU CLAIRE

AWAY

- OCT. 5 | 1 P.M. AT UW-LA CROSSE
- OCT. 19 | 1 P.M. AT UW-OSHKOSH
- NOV. 2 | 1 P.M. AT UW-STEVENS POINT
- NOV. 16 | 1 P.M. AT UW-STOUT

LOCATING THE BALL AS A DEFENSIVE BACK

By: Michael Zblewski, Assistant Football Coach, Amherst High School



Michael Zblewski

When teaching defensive backs, more specifically, trying to teach them when and how to locate the football when defending the deep ball has always been a challenge. What I've found over the years, particularly this skill is one which needs to be practiced every day in some capacity. It's one which shouldn't be assumed just because you believe the young man to be an exceptional athlete.

For younger DBs particularly, it's not natural and the tendency to look early, happens quite often. The best DBs I've ever coached (or have watched being coached or on film) have possessed this natural skill that I'll refer to as "... ability to track down the football" very similarly to a baseball outfielder. Even with this god-given skill, it still must be practiced, and the technique consistently enforced – remember, it's not natural and without sound technique, the best receivers will always make you pay for bad technique.

The following terminology (and skill technique) is what gets communicated and enforced with our young DBs during drills – especially during a drill which I refer to as the 'Mirror Drill'. This drill will be run two to three times a week during individuals in hopes of establishing four to six reps per DB each day. The technique is also addressed (and enforced) throughout other sessions as well. It's my belief that on-going communication about what you expect as a coach is extremely important coupled with the leveraging of multiple teaching moments. Again, I go back to the point that it's not natural for a young DB, thus work from a point of realistic expectations.

- Be In-Phase ... The DB needs to be as close to the receiver (inside hip) and underneath the route, positioning themselves between the receiver and the quarterback. Instruct the DB to position their hand on the receivers inside hip – making sure to not interrupt their movement. (Note – Through proper hand/arm placement, this will also disrupt the natural running motion of the receiver).
- Eyes – Phase #1 ... Read the receivers hands and eyes as an indicator if the ball is in the air and targeted at them.
- Collision & Lean ... When the receiver starts his motion to catch the ball, the DB will proceed to lean into the body (framework) of the receiver with his inside arm remaining on the hip. The intent is to create a situation where the receiver will need to reach over-the-top of the DB to make the catch.

- Eyes – Phase #2 ... Must go up and not in a lateral position. Every second counts (if you will) so by having eyes up will allow the DB to locate the football faster at the same time maintaining inside position.
- Inside Arm (closest to the QB) ... Stays close to the body of the DB and shoots upwards at the same time the eyes are looking up. The intent is to be efficient with body movements when trying to locate the ball.
- Ball – Down and Away ... Knock the ball down and away once contact is made with the outside arm.

Mirror Drill – This drill is run each week two different ways. The first, which is at a length of 15 to 20 yards at 75% speed, is heavily focused on obtaining individual reps and enforcement of technique. The second, which is typically only done once a week, is at full speed having the DB align either in a press or off-man position.

1. Receiver will release to the outside and the DB will press him with the inside arm on the inside shoulder.
2. The DB will open their hips to the sideline and turn to run with the receiver while maintaining contact, keeping their inside hand on the hip.
3. The DB should stay 'in phase' with the receiver, mirroring their route.
4. The coach will then throw a pass to the receiver, with the DB reaching up with their inside arm to the QB and swatting the ball down and away while maintaining contact (Collision & Lean) with the receiver.

MULTIPLE FRONTS IN THE 3-3-5

By: Zach Arnett, Defensive Coordinator, San Diego State University



Zach Arnett

Across the college football landscape, there is an increase in hybrid defenses and defensive personnel groupings. The need to be multiple, and present different looks to the offense, has never been more important. After all, offensive

coaches have done a fantastic job studying exactly how defensive players are coached to align and react.

Offensive play—callers are identifying with great success where on the field or who on the defense they can put under the most stress. Offenses are forcing defenses to cover every yard of the field both horizontally and vertically. Defensive coaches are fooling themselves if they think they can just line up in a couple of static fronts and play base defense all game.

Every year, there's more of an emphasis for defenses to generate turnovers and create lost-yardage plays to put the offense behind the chains. When defenses create negative plays like sacks and tackles-for-loss, it pushes the opposing offense out of its comfort zone. Offenses are comfortable when they know exactly how the defense is going to line up and react. We believe our 3-3-5 scheme allows us the flexibility to be multiple in our fronts, stunts and blitzes without

having to constantly substitute personnel.

Two of the defense's advantages are to play harder and more aggressive than the offense, and to create confusion in the minds of the opposing offensive players. It is of particular importance to create confusion for the quarterback and offensive line.

Why is it that on 3rd and long an obvious passing situation that there are all kinds of unique defensive alignments and personnel groupings? Clearly the defense is trying to confuse the quarterback to prevent him from identifying the coverage and to also perplex the offensive line to create breakdowns in pass protection or at least get favorable one-on-one pass rush matchups. Why do defenses tend to show less variety in fronts, stunts and blitzes on 1st and 2nd downs? At San Diego State, we believe the defense should always be the aggressor. It should constantly be trying to create some mental confusion for the opposing offense.

The credit for this philosophy goes to our head coach and defensive play caller, Rocky Long. He always challenges our defensive staff to give our players a schematic advantage and constantly asks, “Why not?” in defensive game-plan meetings.

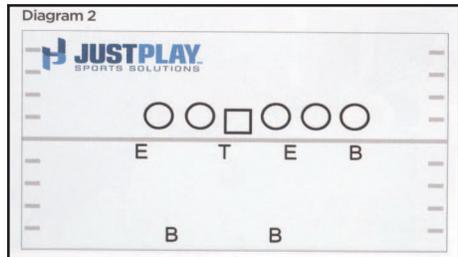
For example, can blitzing a linebacker in the B gap be just as effective of a 3-technique as a defensive lineman? Why not? The linebacker is not as big or probably as strong as the defensive lineman and lacks the repetitions of playing as a 3-technique. Clearly based on that criteria, the answer is a definitive no. But if the offensive line doesn’t know pre-snap that the linebacker is going to become the 3-technique and the linebacker can use his quickness to get penetration, then he can be just as effective if not more.

Here I will diagram and explain a few of the different ways that we get into two very traditional fronts (Over and Bear). Hopefully, it provides some insight into how we game-plan the front and why we believe the 3-3-5 gives us the best flexibility to achieve the multiple looks we want to present to the opposing offense.

For simplicity, I’m only going to diagram the five offensive linemen and a tight end against our three defensive linemen and three linebackers to illustrate a couple of the different ways we create these fronts. Obviously, there are game-plan decisions that have to be made regarding what coverages you want to play, how best to disguise them, and how to insert additional defenders like safeties into the box to account for all the gaps an offense can create.

OVER FRONT

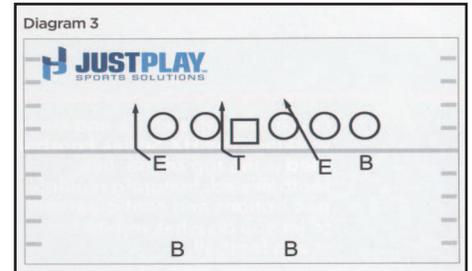
The easiest way for us to get into an over front is to kick the defensive line one way or the other, and walk a linebacker down to play either the weak-side 5-technique or a head-up 8-technique on the tight end as shown in Diagrams 1-2. You must decide which version is better for you based upon your personnel and the opponent’s.



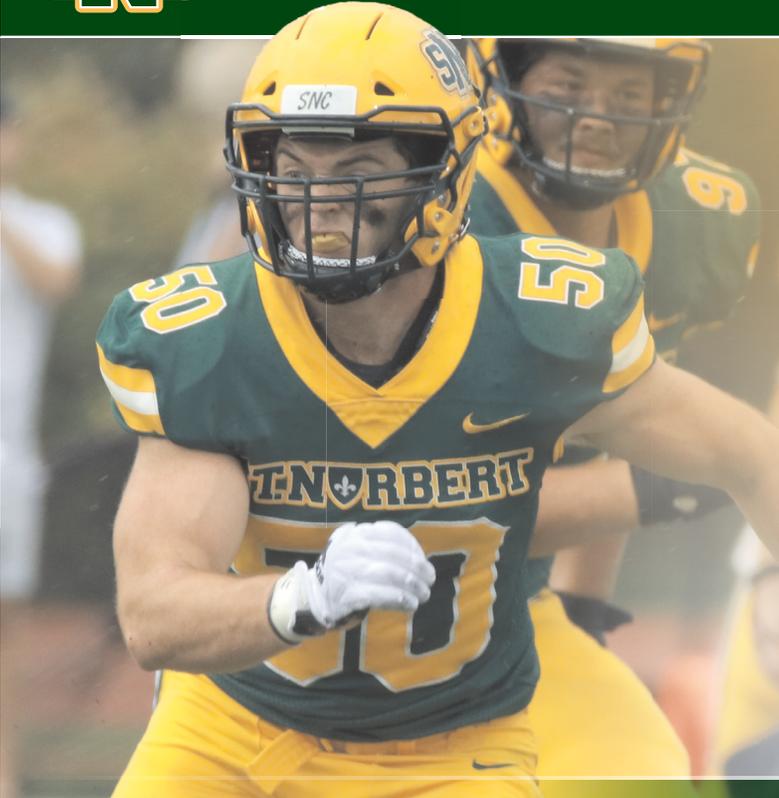
Against a team that likes to run the ball to an inline tight end, it’s likely better to kick the defensive line strong so you have a defensive end matched up at the point of attack against the

tight end. On the other hand, maybe your best defensive lineman is your nose tackle and you want him shaded on the center as much as possible to disrupt the snap and control the interior of the line of scrimmage. In that case, you would want to bring the outside linebacker down to the tight end and kick your defensive end down inside to play the 3-technique.

Perhaps you have a good edge-rushing outside linebacker and you like the matchup of him against the opponent’s offensive tackle. You most likely want the ability to do both, because there are going to be situations in which you prefer one over the other. It’s up to you to decide what fits your personnel the best and how much variety you can teach and practice while still effectively executing the scheme. The two other variations of Over Front that we have the flexibility to get into start with our defensive line in a stack alignment. In that formation, the nose tackle is head-up on the center and the defensive ends are head-up on the offensive tackles. This is referred to as a 4-0-4 alignment. As seen in Diagram 3, a



SNC St. Norbert College Green Knights Football



19

CONFERENCE
CHAMPIONSHIPS

13

NCAA DIV III
PLAYOFF
APPEARANCES

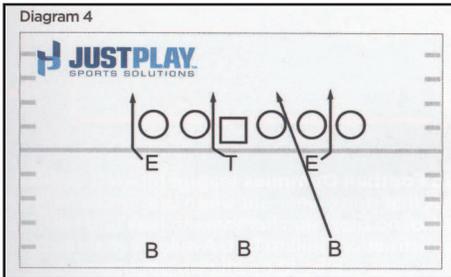
2024 schedule

- Sat., Sept. 7 **at Wabash College**
- Sat., Sept. 14 **UW-Stevens Point**
- Sat., Sept. 21 **at Aurora Univ.**
- Sat., Sept. 28 **at Rockford Univ.**
- Sat., Oct. 5 **Concordia Univ. Wisconsin**
- Sat., Oct. 12 **at Benedictine Univ.**
- Sat., Oct. 19 **Concordia Univ. Chicago**
- Sat., Nov. 2 **at Wisconsin Lutheran College**
- Sat., Nov. 9 **Lakeland University**
- Sat., Nov. 16 **Eureka College**

snc.edu/football

linebacker will walk down on the tight end and the defensive line will slant away from the tight end on the snap. After the defensive line executes its movement, we are in an Over Front. This can be disguised by blitzing the outside linebacker off the edge to the tight end instead of showing it in pre-snap alignment. How you decide what you want the outside linebacker to accomplish and the technique you want him to play with will dictate whether you prefer him as a blitzer or part of the front pre-snap.

As shown in Diagram 4, we are still in Stack

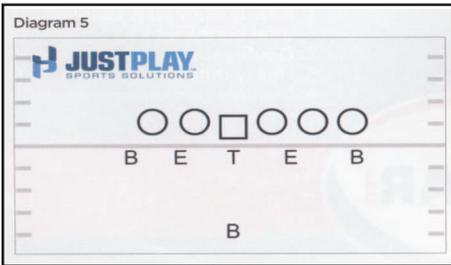


Front, but we are going to create the 3-technique to the tight end by blitzing a linebacker. It's your preference whether the middle linebacker or your outside linebacker is the B-gap blitzer, but in the end, you are still just playing over defense.

This has been a particularly effective variation for us against the spread offenses that like to base out of four-wide receiver sets. It disguises well and you can get the 3-technique exactly where you want him (for example, to or away from the offset running back in the shotgun).

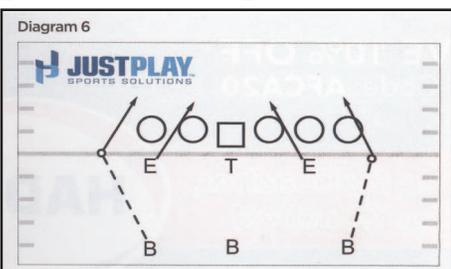
BEAR FRONT

Bear Front is becoming increasingly popular in defending the inside zone against the spread rushing attack, because it allows you to account for the interior gaps so you can walk second-level defenders out to an alignment to better play both run and pass. As shown in Diagram 5, the



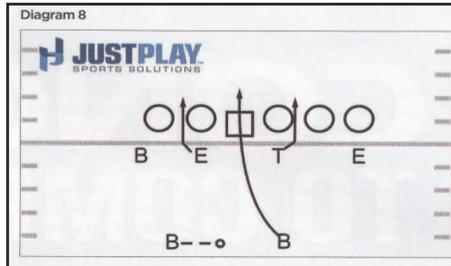
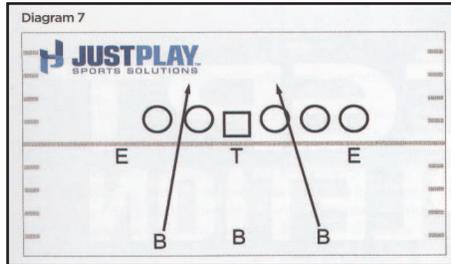
simplest way for us to get into a bear front is to simply walk both outside linebackers up on the line of scrimmage to become the 9-techniques and align the defensive ends in 3-techniques.

Similarly, in Diagram 6, we will start in a Stack alignment and stunt into Bear. We want our players to understand that pinching the defensive



ends from 4-techniques and blitzing the outside linebackers off the edge represent a very aggressive defense, and we are trying to get penetration into the backfield to create negative plays.

The other two ways we get into a Bear Front are illustrated in Diagrams 7-8. Just as we diagrammed earlier in creating an Over Front by



blitzing a linebacker into the B gap, we will accomplish the same thing by blitzing both outside linebackers into the B gaps. It is necessary to give your linebackers aiming points so you get them to accomplish what you want out of the blitz. Those aiming points could be the outside shoulders of the guards, the shoulders of the offensive tackles, or to hit the gap vs. teams

with big splits and try to get as much penetration as possible.

The last variation for getting into a Bear Front starts in and Even Front with two head-up-2-techniques on the guards. On the snap, both 2-techniques will loop to become B-gap players and one of the linebackers will run a blitz right down the middle of the center, effectively becoming the nose guard.

You're probably not expecting your blitzing linebacker to become a 2-gap player the way you would a true nose tackle, but you might get better pen up the middle by cutting your linebacker loose and allowing him to penetrate off the center's movement. You might also like this matchup in a pass-rush scenario if you think the quickness of your linebacker can cause trouble for the center.

Ultimately, there is no substitution for effort and intensity in the game of football, but we must look for new ways to create confusion and hesitation in the minds of opposing offenses to give players the best opportunities to generate negative plays.

We try to be as multiple as we can effectively execute. There is no sense in having a bunch of variety if you can't successfully practice and employ it. The key is finding that perfect balance of variety and multiplicity in your fronts, stunts, blitzes and coverages, while still being able to get enough reps in practice to be proficient on game day.

Thank you to the AFCA for the expressed permission to republish this article which originally appeared in the January/February 2020 issue of the AFCA Magazine.



From the entire JTQB family, a sincere hope that you, your families and your teams are well and looking ahead to 2023 with great expectation. Thank you for all of your hard work and the tremendous impact you have on kids. We're looking forward to seeing you this summer and helping your QBs and WRs take the next steps.

2024

- 14 QB only Developmental two day camps (Athletes grades 7-12)
- 6 Advanced QB – Receiver three day camps (Athletes grades 10-12)
- 3 Youth Camps, QB – Receiver camps (Athletes grades 4-6)
- Intense, high-energy, focused instruction with attention to detail.
- Leadership & team-building training, teaching character through the game we love!

2024 DATES, TIMES and REGISTRATION SOON !

www.jefftrickeyqbcamps.com



"Accept the Risk of Leadership"



OFFENSE

CHALLENGES OF TRANSITIONING AN OFFENSIVE SYSTEM: WING-T TO GUN-T

By: Greg Belter, Offensive Coordinator, Stratford High School



Greg Belter

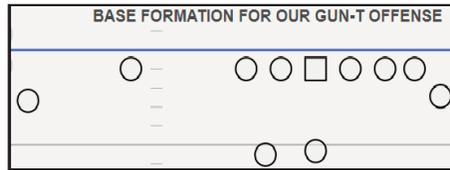
I would like to thank the WFCAs for the opportunity to share my thoughts today. It's articles like these that I've found beneficial to read and reflect upon, so I hope to be a resource to others.

I would like to talk today about some of the challenges that I've run into while transitioning into a new style of offense and offer advice to those who plan on going through this process.

To begin with, let's give you a little background of who I am. I am a graduate of Stratford High School and played under WFCAs Hall of Fame coach, Cal Tackes, who had great success running the Wing-T. This past season was my 5th year as a coach in the program and 3rd being the offensive coordinator at the varsity level. I am not here to tell you that the Gun-T is better than the Wing-T or any other other scheme. I am a

firm believer that any offense can be successful if you have the buy-in from the players and the knowledge to make it successful. But for those who may be looking to change schemes, I'd like to offer some advice on why you might consider a change and some obstacles to be aware of on your journey.

Let's talk about reasons to change schemes. There are a lot of factors to consider when changing schemes. For many, it likely would be tied to a lack of success in a previous system. While a change in scheme could spark a bit of success, I caution you to think deeper on why you weren't having success in the first place. Likely, many of the issues from the past will still creep into your future system. For us at Stratford, the change did not stem from a lack of success. Instead, it stemmed from a few other factors.



2024 SCHEDULE

- SEPT. 7 @ ALBION
- SEPT. 14 @ ST. NORBERT
- SEPT. 21 VS GUSTAVUS ADOLPHUS
- OCT. 5 VS UW - STOUT
- OCT. 12 @ UW - EAU CLAIRE
- OCT. 18* @ UW - WHITEWATER
- OCT. 26 VS UW - OSHKOSH
- NOV. 2 VS UW - PLATTEVILLE
- NOV. 9 @ UW - RIVER FALLS
- NOV. 16 @ UW - LA CROSSE

*HOME AWAY *OCT. 18 FRIDAY 7PM

#ROLDDAWGS

The first factor for me considering the change was our **personnel**. When looking at our program from a 7 through 12 perspective, I saw we had a lot of athletes. This is a strength that I felt wasn't being utilized to its max potential in the Wing-T. That 150lb speed demon of a receiver wasn't being used for what his strengths were when we were in the Wing-T. Gun-T solved that issue for us. The Gun-T system allowed us to easily get our athletes out in space while having our run game still flourish inside. It became more problematic for a defense on how to defend us in both the passing game and running game.

This brings me to my second big factor for the change: **The Passing Game**. Again, I am not here to criticize the Wing-T. I have a deep appreciation and admiration for the system. However, when it came to the point where you are

behind the chains or on the scoreboard with little time remaining, I felt limited on what I could do. Passing was mostly some variation of play-action waggle concepts and screens. With the Gun-T, we were able to accomplish this and dabble into air-raid concepts that we felt fit what we do. It was a "best of both worlds" compromise.

A third factor for the change to the Gun-T: **Easy Transition**. Going to the Gun-T was a relatively easy change for the coaching staff. Many of our run concepts are taught nearly identically to how they would have been taught if we were in the Wing-T. This allowed us to continue doing what made us successful, which is to run the ball. Despite being in the gun 90% of our plays, we still run the ball roughly 75% of the time. However, there is plenty of opportunity for this to become more of a 60/40 balance based on QB decisions – think RPO concepts.

Lastly, I'd like to offer some advice to those going through the transitioning phase. This is my first piece of advice: stop adding more. By far, my biggest mistake my first year was trying to do too much. We tried way too many formations and way too many concepts. Eventually, nothing was built off of each other and there wasn't enough of an identity. We became good at some things but never great at any. No matter what system you choose, you need to find a way to be great at it. Develop answers to problems that the defense might throw at you and go from there. If you'd like help finding answers or have questions related to the system we have been developing at Stratford, feel free to reach out at grbelter@gapps.stratford.k12.wi.us. I'm always happy to talk some football

BUILDING CONFIDENCE THROUGH VISUALIZATION

By: Mason Robinson, Wide Receivers Coach, UW-Oshkosh



Mason Robinson

In his book *The Complete Wide Receiver*, Jay Norvel says, "I have never been around a great receiver who didn't want the ball as often as possible." The receiver position thrives on confidence; a certain swagger that helps them win their 1-on-1 matchups, own the ball in the air, and know how the execution of their assignment is crucial to the greater offensive scheme.

Our position group is a reflection of us as coaches. Their desire to be physical, unselfish, and accept the fact that on any given play, they can run an elite route and still not be the target, is dependent on us to build confidence in their play and reinforce that *next-play* mentality.

A 5'9" slot that is 160 lbs soaking wet has to have the confidence to dig out a 6'3", 220 lb linebacker. Your outside guy has to trust his releases against the 6'2" CB who can run like a deer and as a receiver, when he is the target, he will own the ball in the air.

Through the course of a game week, I work to provide certain consistency and repetition that works to build a sense of confidence in our WRs by visualizing their success through drills and film study. The goal: when they hit the field on Saturdays, every play, route, and catch, they

feel as if they have already done it countless times before.

1. Drill Work: Jump Balls

Countless drills focus on different catch types and angles. However, through the course of practice, the physicality and distractions of jump balls are so hard to replicate if you are on a team that is looking to minimize contact in your team periods. Jump balls can make or break your explosive passing numbers, so I believe it is crucial to make it a focus point (even for just a five-minute indy period every week) to help keep that constant visualization of owning the ball in the air for your WRs.

For the drill, we'll align a WR with two defenders on his back hip, jogging straight on a go-ball. Those defenders are all over the WR, holding his jersey, pulling him back, and shielding his vision with their hands. You are rotating through two lines, groups of three, trying to rapid-fire as many reps as possible.

The WR's job is to focus solely on tracking the ball, planting his front foot, and high-pointing the football. This allows him to feel what such contact will be like, get used to being held, and build trust in his hands in traffic. Pressure your guys to have a 100% catch rate as a group.

2. Defensive Alignment & Coverages

Every team in our conference does a great job on defense being multiple in their structure and coverages. As coaches, we must devise a passing game that works to attack the gaps we perceive in their defense week to week.

On Thursdays and Fridays, we will look at every variation of the opposing team's defense relative to the formations we have installed. I'll show each coverage variation for each one of our formations and allow my WRs to look through the game plan and be their play-caller.

Whether it's an option route looking to work off the leverage of a certain defender, or a whole field concept that works to be a certain coverage, our guys can visualize where they should

be when the quarterback gets to the end of their drop. This helps them visualize the all-22 perspective and be prepared for both the pre-snap defensive structure and their post-snap coverage, allowing our guys to have more confidence in their assignment and execution when they line up on game day.

3. Defensive Back Hit Tape

The lines of cockiness and confidence can be blurry at times. When it comes to WR and DB matchups, you can't leave any doubt in our guys' minds that no one on the other side of the ball can touch them.

Every single day throughout the week, I work to show WRs making plays against our opponents' DBs. Whether it's coverage busts, getting mossed, avoiding taking on blocks, bad hips, or bad eyes, showing your guys every possible clip of the other team's imperfections is crucial.

Drilling this footage in their head every day allows them to visualize how they can beat any DB in a 1-v-1 situation. These clips also provide a great opportunity to visualize some creativity with routes and releases from other talented WRs in our conference, allowing you and your guys to continue adding to your toolkit for ways to get separation.

I tell my players all the time: find confidence in your preparation.

By visualizing their assignments before the snap and understanding how to succeed within the framework of the defense's scheme, our position group will elevate their performance with increased speed, precision in route running, and a heightened sense of confidence. They've spent the week securing that jump ball in their minds, identifying weaknesses in the opposing defensive backs, and mastering the pass concepts designed to exploit any coverage the opposition may deploy against us.

Seeing is believing. Be the coach that shows your guys why they can *believe in themselves*.

TRIPLE OPTION, POWER PLAYS & PLAY ACTION PASSES

By: Scott Payne, Head Football Coach, Amboy High School, La Moille, Ohio



Scott Payne

We run three different option plays

- Triple Option (42-43 option)
- Midline (40-41 option)
- Speed Option RT/LT

Why Option Football?

- Forces the defense to play assignment football.
- Hard for your opponents scout team to run
- Downhill blocking schemes create movement.
- PHYSICAL - This is what we preach to our players.(Double Whistle)
- Option football neutralizes dominant play-

ers by forcing them to play assignment football.

Option Philosophy

- Make the defense concentrate on the fullback.
- Determine which side of the defense is the weakest and attack that side.
- Utilize play action pass off the option game, places the defense in a run play mode.
- Get ball onto the perimeter of the defense. Makes defense defend entire field.
- QB is the key! He must be our best competitor, regardless of ability.
- Run an offense- not a bunch of plays.

Lineman Splits & Running Backs Numbers

- We tell our lineman to be at least 2 and 3 feet if you are wider its better than being to close.
- TE (3) G (2)C (2) G (3) TE
- QB (1)
- FB (4)
- TB (2)

Hole Numbers

- Play call example (Tight 26 Power)
(7) TE (3) G (1) C (0) G (2) TE (6)
- QB (1)
- FB (4)
- TB (2)

Alignment and Terminology Assignments

- Any HEAD-UP alignment is assigned an EVEN number.
- 4 2 0 2 4
- TE G C G TE
- 5 4i 3 2i 1 1 2i 3 4i 5

40-41 Option (Midline)

- QB will push off his play side foot with the backside foot stepping away and parallel to the line of scrimmage. After pushing off his play-side foot he then will step at 6:00 O'clock with that foot, which get the QB out of the path of the fullback who is running at the mid point of the center.
- QB reaches the ball back to the FB as deep as possible.
- QB eyes on the 2 or 3 shade (don't look back at the FB)
- QB's read is if DT coming down attacking the FB, pull it and replace the defender, going straight up field.
- If DT shows his numbers then give the ball to FB and carry out his fake.

Fullback

- FB's aiming point is at the mid point of the center.
- FB must keep his eyes and head up while running through the mesh with the QB. If his head is down it makes for a rough mesh

GOOD LUCK

WISCONSIN HIGH SCHOOLS

UW-STOUT FOOTBALL

2024 SCHEDULE

9/5	CARROLL UNIVERSITY
9/14	AT DICKINSON STATE
9/21	NORTHWESTERN (MN)
10/5	AT UW-STEVENS POINT
10/12	UW-WHITEWATER
10/19	AT UW-RIVER FALLS
10/26	UW-EAU CLAIRE HOMECOMING
11/2	UW-LA CROSSE
11/9	AT UW-OSHKOSH
11/16	UW-PLATTEVILLE

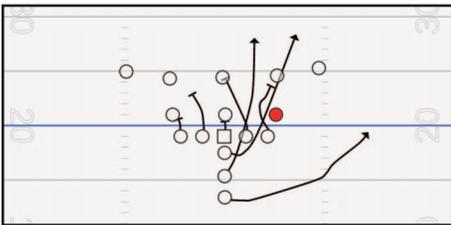
and they will tend to clamp down on the ball to hard making it difficult for the QB to pull the ball.

- The FB MUST hit this play fast and give no hesitation when receiving the hand off from QB.

Tailback

- TB takes a drop step and immediately gets down hill aiming for the outside shoulder or jersey number of the pitch defender. By doing this it will force the pitch defender to have to make a decision.
- If TB releases flat and parallel to the LOS then it will be hard to get into a proper pitch relationship.

Tight 40 Option vs 3-3



42-43 Option

QUARTERBACK:

- 1) Footwork-steps to 45 degree angle with play side foot while pushing of the back foot. Next step with the back foot up and in the hole.
- 2) Bring ball to stomach immediately after snap.
- 3) Keep the ball level.
- 4) Reach the ball back as deep as possible on the ride.(Ball must be into stomach)
- 5) Focus on read as soon as you get the snap. (Eyes on 4 or 5 tech. for dive read)
- 6) Do NOT look back at FB.
- 7) Get close to FB on mesh with a two handed ride.
- 8) Theoretically, ride should not be past front knee.
- 9) If the dive read sits or goes up field give it to FB.(Carry out FAKE)
- 10) If dive read crashes down on FB pull the ball.
- 11) ATTACK the pitch read (OLB/DB) if he runs at pitch man keep ball and get up field. If pitch read runs at QB get in athletic position and pitch the ball to TB with thumb down on pitch.
- 12) Give ball if you have any doubt, will take a 2 yard gain over a 1 or more yard lose.
- 13) If giving ball to FB keep ball level, if pulling the ball turn ball up.

FULLBACK

- FB’s aiming point is the outside hip of the guard.(Explode to the hole)
- Get arms wide with head up
- When QB puts ball in stomach, put your hands on it so you can feel whether the QB is going to leave it or not.
- QB makes the decision not you.
- Stay on your track until after you have gotten the ball. Most cuts will be to the outside.
- If ball is pulled find someone to block.

TAILBACK

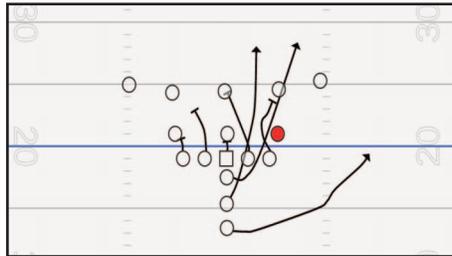
- Drop step with play side foot.

- Pitch relationship with QB is 5 yards
- Turn up when the QB turns up be ready for the pitch downfield.
- TB needs to see the pitch into his hands.(Don’t be looking downfield this will cause a fumble)
- We do a bad pitch drill.

REPS, REPS, REPS AND REPS

- We start running option on air. QB always give ball to FB then a Coach will be standing at the DE spot and give another ball to QB so he can pitch it to TB.
- Then we go against bags with QB coach telling defense what to do.
- Then when we scrimmage the QB coach will tell the DE what to do and the Pitch read.

Tight 43 Option vs 4-4



POWER PLAYS

- We run three different power plays
- 20-21 Power
- 22-23 Power
- 26-27 Power (Trap)

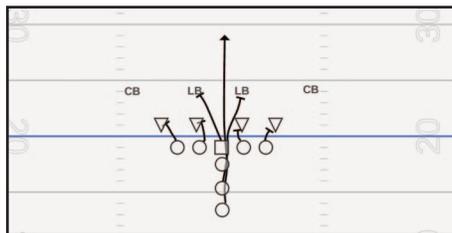
Why Power Play

- Attitude
- Physical play
- Downhill play
- Builds a toughness to the offense
- Good for play action pass plays
- QB always reverse pivot to hand off the ball.

20-21 POWER

- Good to run against a 4 man front
- Play call tells center to block backside LB and FB to block the play-side LB. Rest of the O-line block their man head up.
- Ran this more towards the end of the season.

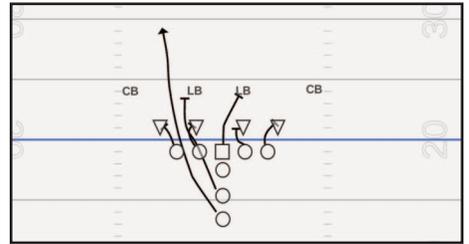
Tight 20 Power vs 4-4



22-23 POWER

- Good play against a even or odd man front.
- Center blocks back side LB and FB blocks play side LB.
- Rest of the O-line block their man head up to them against even man front.
- Against odd man front (3-3) BSG blocks the BSLB, PSG blocks the MLB, FB blocks the PSLB.

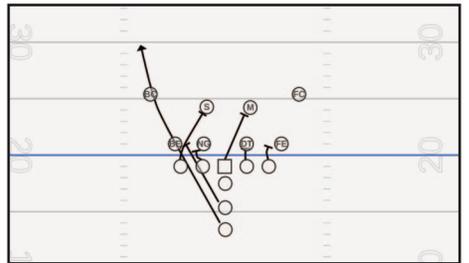
Tight 23 Power vs 4-4



26-27 POWER

- Good play vs. any defensive front.
- FB has to get a good kick out block on the DE.
- Will double team at point of attack but prefer to have man on man blocking.

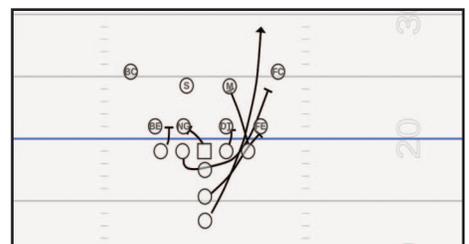
Tight 27 Power vs 4-4



26-27 POWER TRAP

- Can run this play against any front.
- Pulling guard accounts for the unblocked defender.
- FB still kicks out the DE.
- Center fills for the pulling guard.
- Pulling guard leads up the hole.
- Biggest weakness is backside pursuit and penetration from the defense, especially through the open gap where the pulling guard comes from.

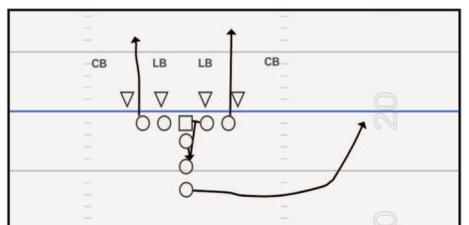
Tight 26 Power Trap vs 4-2



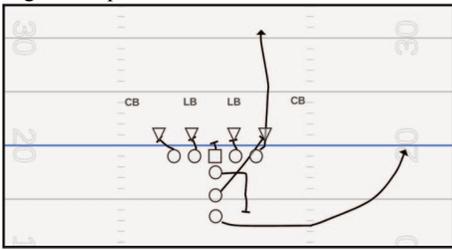
PLAY ACTION PASS

- O-line must fire out
- QB has to sell the play action.(Aaron Rodgers)
- Both backs have to run the play just like it is a run play.
- TE’s has to try and have the same release has the run play.

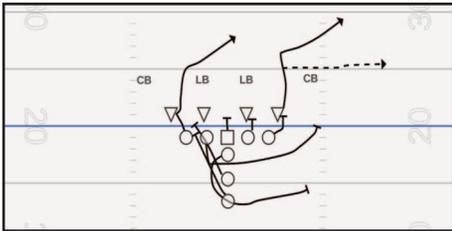
Tight 40 TE’s Dump Pass vs 4-4



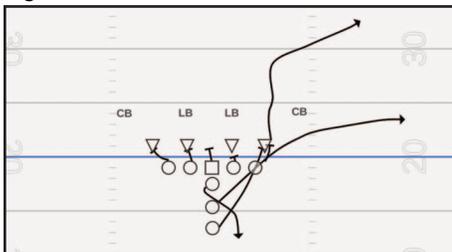
Tight 42 Option Pass vs 4-4



Tight 23 Bootleg Pass vs 4-4



Tight 26 Power Pass vs 4-4



Scott Payne email: payne5110@yahoo.com

SOME OF GILMAN'S 8-PLAYER RUN GAME

By: Robin Rosemeyer, Head Football Coach, Gilman High School



Robin Rosemeyer

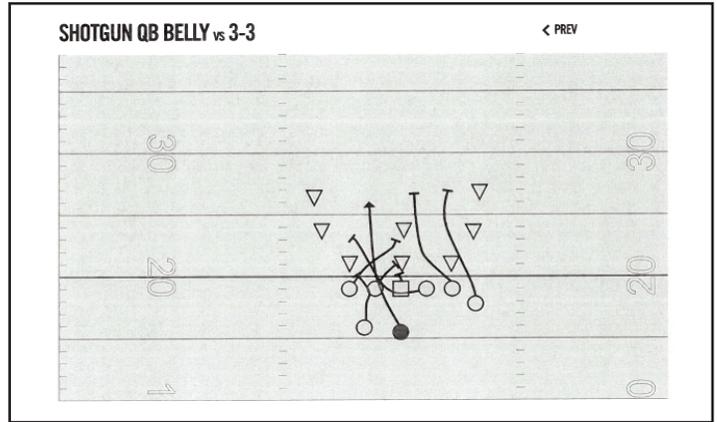
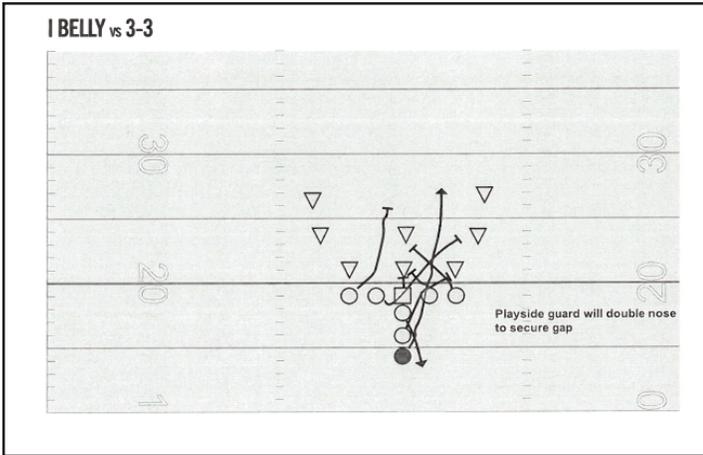
The topic I will cover is some of Gilman's run game we use in 8-player football, as well as a play action pass that goes with it. When Gilman transformed to 8-player in 2020 we kept most of the same blocking rules that we used in 11-player, with slight modifications, when running the Wing-T offense. We have plays that involve running inside the defensive end as well as plays that involve hooking the defensive end and attacking outside. We will run trap, sweep, belly, pitch and boot keep as our basic run plays.

WARHAWK FOOTBALL 2024

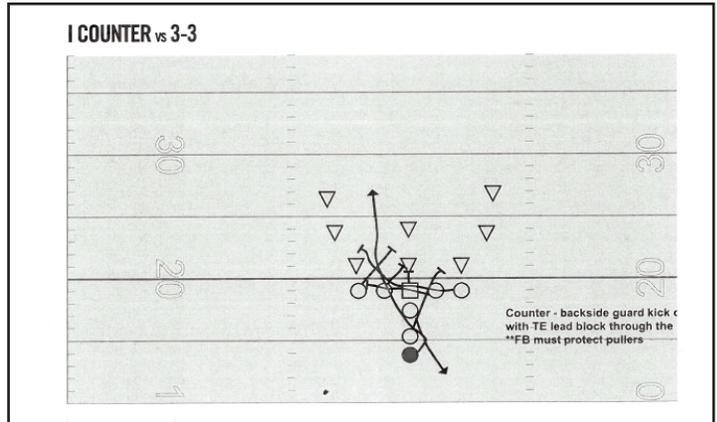
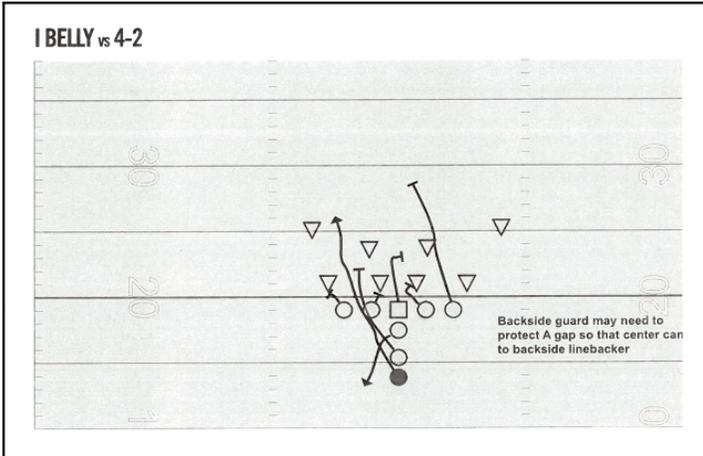
SEPT 7	SEPT 14	SEPT 21	OCT 5	OCT 12	OCT 18	OCT 26	NOV 2	NOV 9	NOV 16
John Carroll	Roosevelt	Mary Hardin Baylor	UW-Oshkosh	UW-Stout	UW-Stevens Point	UW-Platteville	UW-River Falls	UW-La Crosse	UW-Eau Claire

:HOME
 :AWAY
 :NEUTRAL

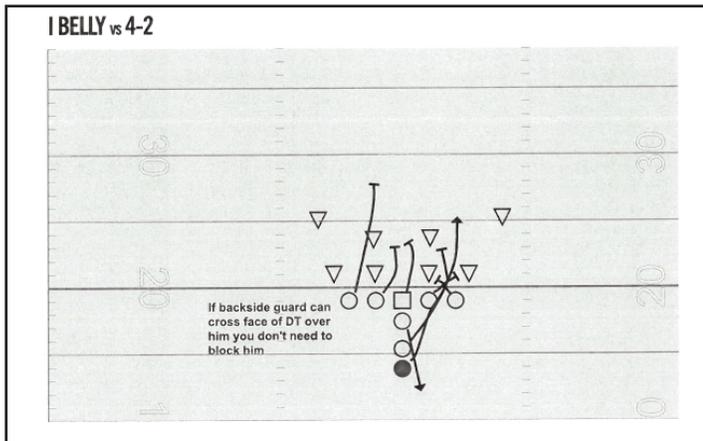
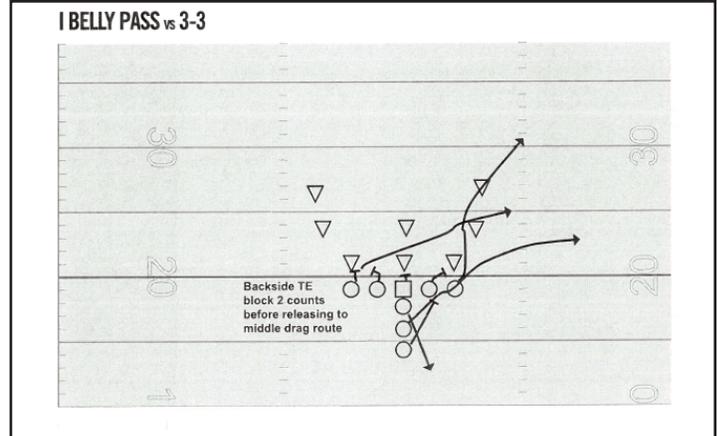
All Home Games Played at Perkins Stadium



In the following diagrams, I will show the belly play from two formations, a counter and a belly pass we use for play action.



The belly (iso) is a play we use with some modifications and that will be the main focus in this article. It is a play that involves running off “B” gap in a double tight end 8-player set and is run inside the defensive end.



These are just some of the Xs and Os that we use with some of our running game at Gilman High School. We do also run some spread stuff but the double tight formation has been our main offensive set. If you play 8-player football and are interested in some of our offensive schemes I can be contacted at rosemeyer@gilman.k12.wi.us.

We run our offense both under center (mostly I formation) and out of the gun. We block it with our lineman the same in either formation no matter if the tailback is running or if the quarterback is running the ball.

Against a 3-player front, we prefer to double team the nose guard on our belly play in order to stay away from a negative play caused by a good nose guard who slants playside or who may be difficult for our center to handle one on one. As the diagrams show, we kick out the DE with our fullback and our tight end takes an inside release to an inside linebacker. We will pull a backside guard up through the hole to lead on an outside linebacker.

Against a 4-front we will block the playside one on one with our guard and tight end, using a crossblock if defensive alignment dictates it and lead our fullback through to the linebacker.

“Experience is not what happens to a man. It’s what a man does with what happens to him.”
-- Chuck Knox

PULASKI ACADEMY PASS PROTECTION ESTABLISHING A FOUNDATION AND IDENTITY

By: Jerrod Barnhill, Offensive Line Coach, Pulaski Academy, Little Rock, Arkansas

I want to begin by referencing Bruce Lee’s quote, “Be like water, my friend. Water can flow, or it can crash. Be water, my friend.” I find this quote particularly relevant to our work because, like water, our pass protection requires adaptability and flexibility. In order for our pass protection to be successful, we must be able to adjust to any situation that a defense may throw at us. Similar to how water can take on any shape depending on the container it’s in, we must be fluid and adaptable within our protections to overcome the evolving pressures applied by defenses.

During my two years as the offensive line coach at Pulaski Academy, we’ve given up only twelve sacks in over one thousand pass attempts while passing for nearly ten thousand yards. There are several factors that contribute to this success. For example, our offensive line is taught the same protection scheme from seventh grade onward, we have quarterbacks who understand when to get rid of the ball, and we have multiple schemes/protections in place to protect our quarterbacks. However, despite the importance of having a system in place to protect the quarterback, successful pass protection ultimately boils

down to two key questions: Can you, as an individual, pass protect effectively? And can your offensive line execute their protection schemes in real—game situations?

These questions lead us to the pedagogy behind our methods of teaching these two critical questions. As all high school football coaches know, getting fifteen to eighteen -year-olds to consistently execute some of the most difficult tasks in all of football can be a challenge. However, I feel we have a distinct advantage when it comes to coaching our team. Our offensive linemen are taught our pass protection schemes in seventh grade by me, and I coach them from seventh grade through their high school careers. This allows us to develop a cohesiveness and common language early in their football career. When you’ve been taught the same scheme for six years, you can execute at a high level without thinking. Based on my fifteen years of coaching experience, players who constantly think about their job play slower and make more mistakes. Another advantage we have is our defense. Our defense is multiple, and we see it every day in practice. It can move in and out of different fronts while bringing multiple pres-

ures. I tell my offensive line if we can pick up what our defense does, we can pick up anyone we play throughout the year. Our defensive coaches do an excellent job of applying multiple pressures to opposing defenses while also keeping their system simplified. As we prepare for opposing defenses throughout the season, we can get in and out of different looks with ease because of the effort our defensive coaches have put in on that side of the ball. Due to our defense’s multiplicity, we can streamline what we want to see from the offense’ perspective. These aspects of our program are integral to our success and are what I believe allows us to execute at a high level in game.

While those pieces of our program are important to our success, we must also have rules within our protections that allow us to adapt to any defensive scheme we see. Who are we as an offensive line unit in our pass protection scheme? We are a BOB (Big On Big) protection with fan and dual read principles, this allows us to have the fluidity within our protections to have answers for evolving defenses. I believe this gives our offensive line the best advantage to have success in our pass

✕ @WLC_FOOTBALL 📷 @WLCFOOTBALL

JOHN 15:13 SHOW LOVE | WORK HARD | SHINE

THERE'S NO GREATER LOVE

TO ALL OUR WIAA FOOTBALL FAMILY:
WAY TO SHOW LOVE AND WORK FOR YOUR BROTHERS!

WISCONSIN LUTHERAN COLLEGE | MILWAUKEE'S HOME TEAM

protection scheme. My issues with slide protections are you allow the defense to predicate your protection post snap. Defenses are smart enough at our level to identify slide protections, once they determine your protection they can show one pressure then bring it from other areas of the field to take advantage of the slide calls. We also don't depend on our quarterback to make protection calls, this is all on the offensive line. This forces us to communicate and use our eyes, two of the most important aspects of pass protection in my opinion. We are strictly a five man pass protection team, we do not depend on our back to pick up anything in protection. This is mainly due to our running backs consistently involved in our concepts. This simplifies our job as offensive linemen, we are only responsible for the five most dangerous defenders. If the defense decides to bring more than we can block then it becomes the quarterback and receivers job to beat the pressure. This aspect does require work from the quarterback and receivers to diagnose pressures and beat them with calls within our system.

Pass protection is one of the most challenging tasks in sports, requiring an individual to block a defender who is typically bigger and more athletic while moving forward with great force. However, with proper preparation, success can be achieved even in the most demanding circumstances. As I mentioned earlier, I have the opportunity to work with our offensive linemen from the time they step onto the field as seventh graders through the remainder of

their football careers at Pulaski Academy. This allows me to establish a strong foundation for individual pass protection early on. We begin with the basics of their stance and then progress to the drive-catch technique. Our offensive linemen are generally not very large, especially at a young age, so it is crucial for them to feel powerful in their stance and understand the importance of leverage. Our development process emphasizes power in the stance and the establishment of leverage within our blocking system. As we solidify these key concepts, we move on to teaching the drive—catch technique of individual pass protection. I want our offensive linemen to understand the rationale behind our use of this technique versus others. Specifically, we use the drive—catch technique to stretch the pocket rather than getting vertical, which is determined by our quarterback's drop. In short, we seek to align our pass protection with the quarterback's drop to achieve maximum effectiveness.

Once the foundation is established and our offensive linemen move up to our high school team, we focus on the intricate details of individual pass protection, emphasizing angles versus various defensive techniques and incorporating striking with tools such as med balls and bands. These pieces of equipment help us advance the offensive linemen's technique by placing an emphasis on the drive—catch, posture, core stability, and striking. We dedicate 30 to 40 minutes a day for individual training from early spring to the start of spring ball, with the

goal of establishing base fundamentals in pass protection and run blocking, which we continue to refine through spring ball and into the summer. During the season, our primary focus is on schemes and attacking opposing defenses, with the objective of developing comfortability and confidence in our skill set, ultimately enabling us to execute at a state championship level.

In conclusion, developing a strong offensive line is critical to the success of any football team. As an offensive line coach, my goal is to establish a strong foundation early on and build upon it through consistent practice and attention to detail. We start with the basics of stance and technique, and gradually progress to more advanced concepts while using tools such as med balls and bands.

Our ultimate objective is to have our offensive linemen feel comfortable and confident with their skills, and to execute at a high level in even the most demanding circumstances. With this approach, we have been able to establish a culture of success and win multiple state championships. By prioritizing consistency and foundational development of our offensive linemen, we have been able to create a winning program that can compete at the highest levels of high school football.

I would like to express my gratitude to the Wisconsin Football Coaches Association for the opportunity to contribute to your organization. I am always open to discussing football and sharing. Please feel free to reach out to me via email at jerrod.Barnwell@pulaskiacademy.org or by DM on Twitter at [barnhi11_jerrod](https://twitter.com/barnhi11_jerrod).

FINDING WHAT WORKS FOR YOU

By: Tom Nelson, Head Football Coach, Two Harbors HS, MN



Tom Nelson

When I was asked to write an article about something I believed in, something that was a large part of our ability to compete, there were many directions I could have gone in. In the end, I decided that our commitment and investment in The Double Wing Offense was what I would write about. Anybody who takes the time to read this (especially younger coaches) I hope it can benefit you in some way. I will focus more on the importance of finding what will work for you and

your program....for us, The Double Wing has been a large part of our success.

I was hired as the Head Coach, in Two Harbors (MN), when I was 29 years old (nearly 23 years ago) and the program was in a pretty tough spot. At that time we were a 3A team and we have stayed mostly 3A over the years, with the exception of a few years where we went down to 2A. The first game we played we suited 18 kids in grades 9-12 after ineligibilities. We had a lot of work to do to say the least. There was talk of suspending the football program and I was told by MANY people in town that we would never be successful again. Two Harbors had a long tradition of success up to about the early 80s, and then there were many years of struggle and losing.

Our first two years we were a Wing-T team, we had run the Wing-T for years and I continued it on. During that 2nd year I started thinking that we had to do something offensively to better control the clock by keeping the ball out of the other team's hands. To be honest, I wasn't overly concerned with how many points we would score—more about keeping the other teams under 50! We were close to going with the Triple Option,

looked at some spread things, etc....Then I stumbled across Hugh Wyatt's Double Wing Offense. It was the most unique offense I had seen—pretty goofy looking to be honest, but the more I dove into it and learned about it the more I knew it was for us. It gave us a chance to grind the clock, but at the same time when we eventually got some "horses" it could be an explosive offense. We jumped into it and went for it—we had found OUR offense!

Now I want to be clear that I am not trying to convince anyone to run the Double Wing....I am trying to convince young coaches who may be struggling to find their identity—to find what has sound philosophies that you can learn and buy into and that your kids can learn and will buy into. Whether that is the Pro-I, FlexBone, Spread, Veer/Option, etc., Implement it not because someone else runs it, but because you believe in it, and it will help your program.

Our version of The Double Wing has allowed us to "Even The Playing Field". We believe that it has won games for us that we had no business winning, and has kept us in games that we should not have been in. By no means is it the magic pill....we have been shutout,

blown out etc at times...BUT, we truly believe that it has allowed us to win and be competitive a lot more by running this offense than if we hadn't. Since implementing The Double Wing about 20 years ago, we have won or tied for the conference/district championship 6 times, been to 4 section championship games, went to state in 2018, and have not had a losing record in over 10 years. Big improvement from where we were before. We want to be competitive while making sure we are teaching our boys more than football. We hope after they are done playing they would choose to do it all over again if they could! The Double Wing gave us a chance to compete.

Some of the basic philosophies of the offense are as follows: Tight line splits ranging from foot to foot up to 12" split at Tackle/TE. QB does not have to be a great passing QB but he needs to be smart, coachable, tough, and unselfish-if he is a great passer then that gives us more options. Your Fullback has to be a great blocker who is tough-we say he is a guard in the backfield. Our wingbacks have to be tough runners and if they have speed you can be deadly. TE's are glorified tackles who can block very well and hopefully catch when thrown to. Our guards have to be our best linemen overall as they will pull and trap a ton. Tackles can be a bigger kid who maybe doesn't move quite as

well. At center we have used big kids who may not move as well to smaller kids who are strong and disciplined.

Our philosophy is to be "The Firstest With The Mostest" as far as blocking. We heap praise upon our O-Line. We have O-Line shirts made up. We nickname our O-Line "The Zoo" and the crowd and sidelines chants out "ZOOOO!!!" during the games. We know our O-Line will take us to where we want to be. Get their mind and heart bought in and they can do the job! We block using angles and double teams that help vs bigger and better players.

We are often the smaller team and get ridiculed for running a "Gimmick Youth Offense", but our kids take it all in and smile after we often run for over 300 yards, control the clock, win the game, and watch the other team limp off the field as they were physically beaten that night.....Boring or not-it gets the job done. People do not always like the Double Wing as it is not something they see on Saturday's or Sunday's-It's worked for us for over 20 years. Find what works for you!

I remember the first scrimmage we had after we implemented The Double Wing and the opposing coaches and kids complaining non-stop about how they couldn't see the ball. There is a way to beat any offense out there with the right personnel and proper preparation—including

The Double Wing. With that said, we are just fine with opposing teams thinking it is a youth offense and easy to defend-as they will also need to bring their hard hat and lunchbox because it is going to be a battle each and every game night.

To be clear, we do run different formation variations out of our base Double Wing. We will split receivers out, run some slot, some diamond looks, stack, unbalanced, utilize motion, etc. We only do what we can do well though, some years we are very vanilla and other years we are putting in as much as the kids can execute well. Defensively we are extremely aggressive as we cannot just line up against other teams and go "Toe to Toe" with them. We are multiple and bringing pressure from all over in a fundamentally sound way. Special teams wise we try to remain aggressive with what we do.....and will go for it on 4th down whenever we can.

There are a lot of smarter coaches out there than me, so I have to find what works for us in order to compete. Find what you believe in and what is going to work for your program. What can you teach passionately to your kids? Will it fit the kids you have or can you get them to a level in order to run a certain offense? These are some of the things you need to look at when deciding what to invest in for your program. Best of luck to you and enjoy the journey!!!

Is your picture day a hassle? Empire Photography can help.

Your team and individual photos taken in
30 minutes or less.

No envelopes/order forms to hand out.

No print packages to distribute.

All athletes are photographed.

We bring our own bleachers.



WE HAVE BEEN PHOTOGRAPHING HIGH SCHOOL AND
COLLEGE ATHLETES FOR OVER 30 YEARS!

JUST SCHEDULE A DATE AND TIME - WE'LL DO THE REST.

QUALITY YOU CAN SEE!



www.EMPIREPHOTOS.com
608-257-2941
Madison, WI 53711

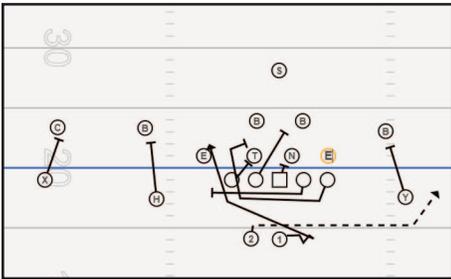
GT COUNTER BASH: COMPLETING OUR RUSHING ATTACK

By: Dave Poltrock, Offensive Coordinator, Johnson Creek High School



Dave Poltrock

When I joined the staff and took over control of the offense at Johnson Creek HS in 2022, I knew we were going to be blessed with outstanding athletes in our offensive backfield. A broken ankle to our full back, an emergency appendectomy to our QB, and a series of nagging injuries to other role players plagued our season. Our tailback stayed healthy and we leaned heavily on his legs to lead our rushing attack. We finished 7-5, rushed for 2300 yards and appeared in a level two playoff game. A very successful season ended with us wanting more.



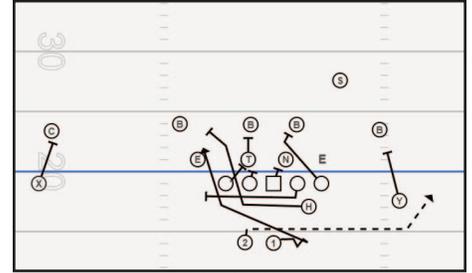
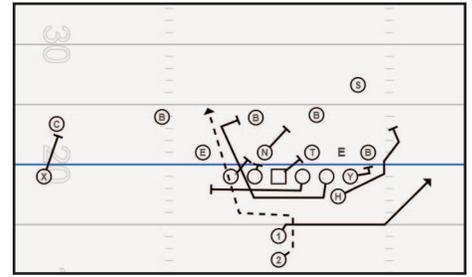
Going into the 2023 season we lost one senior to graduation. Those of you who have coached for a while know that a small class of athletes puts a lot of stress on a team. This is especially true for division 7 schools! With 10 starters coming back and the addition of our FB, this was our opportunity to fine tune some things and simplify our offense. We wanted our kids to play fast and loose and not have to think. In addition, I wanted to simplify my own play calling. To accomplish this we did a few things. First, we designed a communication system that utilized wristbands. All our offensive players were given a wristband. Our QB never had to call a play in a practice or a game, He was just responsible for communicating our snap count. This led to more efficient communication between plays and limited mistakes. We were a cleaner, faster team in practice and during games. Next, we streamlined our formations and eliminated motions. We became simpler so we could get lined up efficiently and run plays quickly. Our kids had more time

to think and also less to think about. Lastly, we completed our run game with the GT counter bash. It was the missing piece of the puzzle to our rushing attack.

Why the GT Counter Bash?

Power is the foundation of our rushing attack and a play I have hung my hat on for years. When I inherited the offense our kids were familiar with the concept and the skills needed to block and run the power play. Trap was the first complementary play we added. The QB/HB trap allowed us to attack over pursuing LBs and DLs that like to get upfield, plus I think it is important to have a quick hitting play in A gap. When you pull guards on power frequently, an inside trap can hit the second level quickly and be a really nice change up. Finally, we slowly added a QB/HB GT counter. It took awhile to get our guards kicking out and our tackles leading through the funnel. It was an expensive addition to our practice time but a play that was worth it in results. We felt good about the three rushing plays we had. It was easy for our line/backfield and fit our players' abilities.

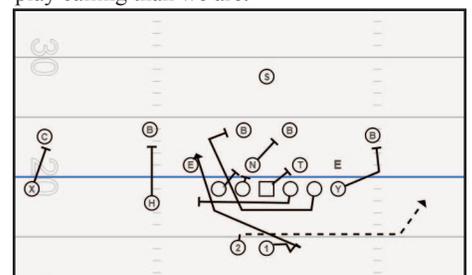
The one major concern for us was that we were lacking a good perimeter play. Quick screens and pass game to the edge receivers were something we considered an extension to our run game but we needed something that got our kids from the backfield out into space. Sweep and toss were kicked around; however, we wanted to hold the defense accountable to stopping both our QB and HB on every play. Sweep and toss were stand alone plays that did not synchronize with the rest of the run game. We learned from the previous year that we were tough to defend when both our QB and HB appeared to emerge from the backfield with the ball going in opposite directions. Because of this, we soon began to allow our QB to pull the ball on any play to the HB and attack the backside edge. HB trap, HB power, and HB GT counter became plays that were a two headed monster. Our QB knew he would often be one on one with a defender when he did this and that was a match up we liked. Similarly, on QB Trap, our HB ran his fake to the perimeter so that we always gave the defense some sort of crossing action in the backfield. The GT counter bash was the last piece of the puzzle. It was the play that complemented our running attack by allowing the HB to attack the perimeter, an option we never had. When we ran GT counter Bash, our QB would read the DE and give the ball to the HB when he crashed. The addition of this play allowed us to attack inside, off tackle, and outside in either direction from the backfield. This balance in our offense really helped our success. Defending us became a real problem in 2023 when all of our athletes were healthy.



Make it Yours

In our game planning we would use different formations to try to gain an advantage. We added a wing, then a tight end, then a wing and a tight end. These adjustments were simple tags to the basic formations. We established tags early so we could move around the H Back and not have to use motion. This made things slightly complex for one kid and not the whole team. Learning a few "tag" adjustments was much better than all the mistakes we made using motions. In creating these different "looks" we were able to get our "H" Back or "FB" involved. Instead of GT we were able to run GF. Our ability to run power to the FB and GF away from the FB made our offense really balanced and gave us lots of options to find the best defense alignment to run into.

We would spend a lot of time in film to gameplan where our best runs would be against different defensive looks. However, we also wanted to be balanced and avoid predictability. It helps when your QB is as strong of a rushing threat as your HB. The bash play can be used in combination with zone schemes, dart, and gap schemes like our GT counter play. There are lots of possibilities with this play when you add tight ends, wings, and motion. We wanted it to be simple and cheap (not eating up a lot of practice time) so we got really good at doing a few things well. The sky's the limit for those who are smarter and more organized at practice and play calling than we are.



Results:

In 2023 we were able to rewrite our single season rushing record, twice. Our QB, Dillon Bedlow, became the single season scoring leader (28 TD) and the single season rushing leader with 1546 yards, averaging 7.8 per carry. In addition, our HB, Silas Hartz came in second for the single season scoring record leader (19 TD) and second for the single season rushing leader with 1503 yards, averaging 7.4 per carry. The competition was quiet as neither athlete was chasing stats and both were completely unselfish warriors on the field. When asked, they would credit the OL with opening holes for them. We finished the season 9-2 as undefeated conference

champions. We rushed for 3288 yards and appeared in a level 2 playoff game.

Our offensive line delivered in opening the running lanes. They could play fast and loose. They became a unit that solved problems with great communication. As the OL coach, I am extremely proud of their efforts and attitude. However, at times we all stood in awe of what our backfield duo could do.

Thanks to the WFCAs:

I hope that in reading about ways that we organize our offensive plays and coach our players you were able to gain something you can use in your program. The sharing of ideas and the small takeaways that I have benefited from in *The*

Point After II and WFCAs clinics are something for which I am grateful. It is an important part of our growth as coaches that we have an organization and a culture that allows us to communicate and share information. I am proud of the fact that I am a Wisconsin high school football coach and a member of the WFCAs. I would like to thank the talented coaches and players I work with under HFC Tim Wagner at Johnson Creek HS. The culture and community of Johnson Creek athletics fosters great student athletes. I would also like to thank Greg Roman and Mike Gregory who have been driving forces in my development and passion as a coach over many years. Roll Tide. City. Win the Trail.

CONVERSION ROUTES: MAKING THE MOST OF OUR OPPORTUNITIES

By: Jonathan Powers, Co-Special Teams Coordinator and Wide Receivers Coach, Loras College, Dubuque, IA



Jonathan Powers

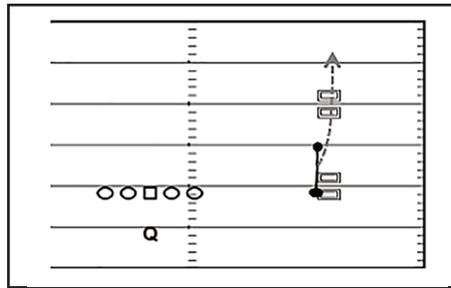
On behalf of the Loras College Football Program, I would like to thank the WFCAs for the opportunity to contribute to a highly regarded organization. This is a great opportunity to expand the game of football and continue the growth of the game.

At Loras College, we are an up-tempo, multiple offense that relies on numbers, leverage, and spacing of the whole field to identify the best matchup for our personnel. For our wide receivers, this allows them to have freedom within certain concepts and gives multiple options that will maximize each play. We give our receivers simple rules to follow which allow the quarterback to know where the receiver will be during each play.

Hitch Conversion

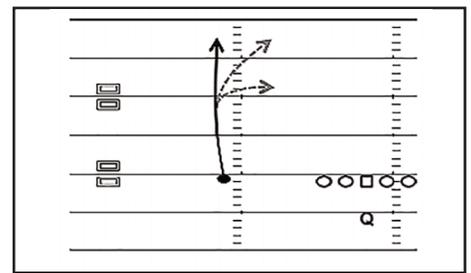
The first conversion route is our hitch-fade conversion. This is used in any free access throw or within a full concept. This is a simple conversion to teach and can maximize the field spacing at the snap of the ball. The receiver needs to identify where the corner is aligned pre-snap, if the corner is pressed, we lean towards a fade. If the corner is off, we lean toward a hitch. Once the ball is snapped, we confirm or adjust our decision to what the corner does post-snap. If the corner is off and squats in the flats, we convert to a fade. If the corner uses any press-bail techniques, we

hitch. We are constantly using the phrase “we hitch until we cannot.”



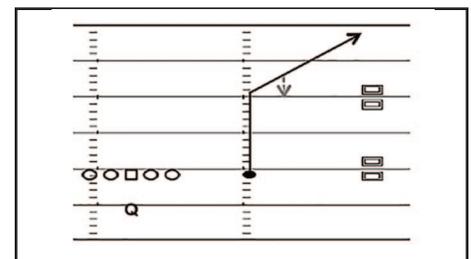
Seam Read

Another conversion route used in multiple concepts is our Seam Read. This is the centerpiece to our 4-vertical concept but has been useful in additional vertical concepts. Unlike the hitch conversion, the seam read is based off what both safeties are doing at the snap of the ball. We base the seam read off the simple rule of middle of the field open (MOFO) or middle of the field closed (MOFC) which requires the receiver and quarterback to see both safeties. The receiver will always start with the safety on their side and use his alignment to give him an idea of what can happen pre-snap. At the snap of the ball, he needs to vertically attack his safety and react to what he does post-snap. If the safety gets width and depth or vertically back-pedals, we consider that MOFO and he will take the middle of the field. Depending on the safety’s reaction at the snap, we will determine whether we have tight or wide safeties. If the safety is tight, the receiver will be flatter and if he is wide, the receiver will be on a post trajectory. If the safety rotates down or to the middle of the field, we will continue on the seam. When the receiver decides to take it vertical on his seam, he must stay wide off the hash so that we can put stress on the middle of the field safety and can have a common landmark for the quarterback. Receivers are taught that they must make their decision at 5 yards and execute at 10 yards so we can have accurate timing and spacing for the concept.



Corner-Curl (Cork Route)

The last conversion route to discuss is our Corner-Curl conversion or a Cork Route. We use this in a majority of any smash concept and it is a great option when moving the pocket. This is another conversion based off MOFO vs MOFC like the seam-read. Using a corner-curl route within any smash concept will allow you to be correct in any scenario that the defense shows. The receiver’s decision is again based on his near side safety and confirm/adjust once the ball is snapped. If the receiver’s near side safety straight back-pedal or drops with width & depth (MOFO), he will break his corner at 10-12 yards and aim for 22 yards on the sideline. If his near side safety rolls down or rolls to the middle of the field (MOFC), he will break his corner at 10-12 yards and snap down 3 steps into his corner route and work downhill finding the window. When the defense uses MOFC coverage (Cover 3), this will allow you to get to a MOFC coverage beater in a curl-flat.



I would again like to thank the WFCAs for giving me the opportunity to provide insight into conversion routes. If you have any questions please feel free to contact me at jonathan.powers@loras.edu and I would be happy to talk more.

FIND YOUR WAY - COACHING YOUR O-LINE

By: Matt Schoeneman, Offensive Line Coach, Lakeland Union High School



Matt Schoeneman

I am proud to be a contributing member of WFCAs for *The Point After II*. I would like to thank everyone who has helped me over the years and to every coach that has shared their knowledge and experiences with me. I have had the privilege of coaching in many capacities and places over the years. I am very proud of what we are building and accomplishing at Lakeland Union High School. I believe some of the great things at LUHS are centered around and built on the backs and hard work of the Offensive Line Unit.

There are lots and lots of techniques on how to play and resources for the OL Coach out there to help. Every year, there is always something new and better or even more exciting. Every off-season, I work on ways to better coach my Unit. What we coach needs to show up on film both in practice and in game film. What I know comes from multiple coaches, multiple systems of play, 8 man and 11 man football, online and in person clinics, and more importantly listening to others. All of this information has been adapted and used to create OUR WAY at LUHS.

Our Way at LUHS are the daily routines or Everyday Drills (EDDY). These drills begin in pre-practice and carry over into the Team's first block. We try to set up the drills prior to practice and have the equipment ready. These drills are simple and create a base or foundation. These drills don't change week to week and we don't add a new drill during the season. I believe that just about every OL coach in the state does some combination of what we do at LUHS. What we do is nothing new, we try to do it better. I want to offer simple coaching points and suggestions that are applicable at your levels of football from middle school to highest level high school and college football. It all comes down to fundamental skills or foundational skills. The name of the drill may refer to where I saw it or something that my player knows what we are doing.

TENT STEPS

Every day, we begin with Tent Steps. The goal of the drill is to loosen up and work on the

players getting their feet into the ground. When I talk about the foot into the ground, I am looking for the player's entire foot which allows for a strong foundation or base. We are lucky enough to have a Flex Chute or "Tent". The players form two lines at one end and stagger their starts under the Tent.

- Each player will duck walk the entire length of the Tent with their heads up and normal, their hips parallel or below their knees. This is not a race.
- On the way back under the Tent, the players will side step. This side step is not a basketball shuffle and not a sumo squat. One side step at a time and done at a slow smooth pace. This is not a race.

MINNESOTA STEP

This drill was adapted from a Brian Callahan's footwork drill. Our Way at LUHS to practice stance and our footwork on a daily basis. We do this drill daily during the pre-season and twice a week in-season. The goal is a perfect stance and perfect footwork. The setup is splitting up players into five lines across and filling in five yards behind for spacing. Each line has two disc cones in front of the first player. The two cones are aiming points or the feet of the defender. The drill itself is divided into Group and Individual Segments.

- Group - Everyone
 - Stance Checks - Regardless of who or where you play, everyone has to begin in a balanced stance for power.
 - First Step - Checking to balance, feet in the ground, 6-inch step, keeping in a football power position, and arms in position to deliver a strike or blow to the defender.
 - Second Step - Checking to balance, feet in the ground, 6-inch step, keeping in a football power position, and working to shoot the hands. We practice and re-enforce a power punch and to keep the hands inside to a clap.
 - 3rd Step - Checking for balance, feet in the ground, another 6-inch step, keeping in a football power position, and hands out in front
 - Run it Out - putting it all together for five yards in a football power position.
 - Working both Right First Step and Left First Step
- Individual - First Group of Players
 - Follow to first, second, third step Progression
 - Looking to over coach each player when you can.
 - Working both right first step and left first step
 - Increase speed and intensity -
 - The Goal is getting of the ball for five yards in a power position

LADDER DRILLS

Ladder drills are not just for Pass Protection when done with the right mentality. We have found that Ladder Drills are another way for O-Line to work on their feet and balance. Ladder Drills are done on Tuesdays and Thursdays in-season. We adapted our ladder drills from The Tony Franklin System. We preach and teach the drills to be completed in an athletic power stance and with the whole foot in the ground. Standing tall or being on your toes is not acceptable and coached up immediately. Slow and smooth with chewing up the grass as much as possible is one of the goals. The drill is not a race. LUHS is extremely lucky to have metal ladders (4' x 8") which reduces the frustration of players getting caught up in the ladder.

Ladder Progression Our Way:

- Left Foot in Each Ladder Hole and other to the outside
- Right Foot in Each Ladder Hole and other to the outside
- Two Feet in Each Ladder Hole and inside the ladder
- Front Ickey Shuffle - Feet in and out of Ladder
- Hips stay within Ladder
- Backward Ickey Shuffle - Feet in and out of Ladder
- Hips stay within Ladder
- Lateral -Post Step
- Facing the Coach with eyes up
- Post Step and Drag Step
- Right and Left Step keep the whole foot in the ground
- Hips stay within or inside the Ladder
- Punch on Post Step - working to time it up
- Four Steps in Ladder Hole

Hit Progression

The one of last of our EDDY drills is a Hit Progression. We begin to put everything together. The drill is done under the Tent or in Chutes to continue to work on the proper athletic power stance. We use tall square blocking dummies and sheds for the target and boards to continue to work on footwork. There are four stages to the progression.

Phase #1

- Six-Point HIT

The goal of the Phase #1 is unlocking the hips with a powerful Hit. Players begin in a six-point stance with their hands and knees on the ground with their toes curled up. On cadence, the players explode by driving their hips forward into the bag and hitting the bag with the palms of their hands. Player's knees should not leave the ground, ending up on their belly and with extended arms. We also want multiple reps so there

is no laying around on the ground like a beached whale.

Phase #2

- Second Step/Power Step ONLY !
Players begin as if they have already taken their first step. Their facemask or face is up against the pad and they're in their athletic power stance offset to one side of the bag and splitting the board. Their arms and hands are loaded, ready to hit. On cadence, the players take their second, six" step, towards the midline of the bag, throw or explode their hips forward, and hit the bag attempting to time everything together. Players settle after their hit to the bag with their body in balance and feet in the ground; power base. The cadence resets the players for another rep or reps as needed. Normally each player will get three to four reps of this phase.

Phase #3

- Step and Hit
Players begin in their three-point stance offset to one side of the bag and splitting the board. On the cadence, players take their first two six" steps hitting the bag. We want to hit to be powerful and to roll the hips into the bag. The goal is to keep that power base, and powerful hit. Cadences resets the players for another rep or reps as needed. Normally each player will get three to four reps in this phase.

Phase #4

- Run and Finish
Players begin about halfway into the Tent or Chutes. They are straddling the boards and locked up on the bag with their hands low. They should be in a squatted power base with the back arched, balanced, hips low, a "Z" in the knees, and their head back. On

the cadence, players roll their hips into the bag and run their feet down the board. Players need to continue to stay in the squatted power base and keep their whole feet in the ground. The cadence or whistle resets the players for another rep or reps as needed. Normally each player will get 1 to 2 reps of this phase.

OUR WAY at Lakeland Union High School may appear to be simple. Football is a simple game of blocking and tackling. If you don't know and practice the skills of blocking, you are less likely to be successful. Our Pre-Practice Drills or EDDYs normally last no more than 10 minutes when in season with the appropriate pace and energy. Continually working on the foundational skills allow players to be confident, play fast, be powerful, and most importantly be aggressive and dominant.

INSTALLING AN OFFENSIVE SYSTEM FROM SCRATCH

By: Jacob Lerum, Assistant Football Coach, Elmwood-Plum City Football



Jacob Lerum

First of all, I would like to thank the WFCA for continuing to publish *The Point After* magazine, understanding all the work that goes into creating it. Secondly, I would like to thank some of the coaching mentors who came before me, some who coached me, and some I coached under that allowed me the chance and information to be able to be where I am today. You know who you are, and I am forever indebted.

Introduction

There are many ways to install an offense and ways to go about it, but now at two different schools with two different systems and two different types of kids, I will be discussing the most efficient steps I have found to install a system that works and most importantly, that your kids will believe in. They are the ones who have to run it, and if they don't believe it, it will not work. We installed the Single Wing at EPC this season with some success and it was based on these ideas:

- I The first and most difficult task is coming up with ways as a coaching staff to make your players believe that the offensive system you are installing is the best one for your kids and your program. They are the

ones who have to run it, and if they don't believe it, they will not work hard to make it work. We were a solid offensive team due to our kids buying in and getting better at it every day. If this does not happen, you will have a low ceiling on your season.

- II Secondly is create a depth chart of where you THINK kids will be playing in your system to present to them during summer camp. This will help them envision them having success in your offense, which is important and give you ample time to make adjustments. Also, every position group should have "their play". If it's your big slow tackle who is pulling around on a reverse, a deep pass to a receiver or a naked boot to your QB, let him know that is his play, and make sure the kids know you put it in because of **THEIR** skills. Verbiage like "this play will or will not work because of you, make it happen" will go a long way toward showing you have faith in them and that is why you are putting them in that position to succeed.
- III Next most important is installing your bread and butter play. From your middle school kids all the way up to your seniors, on a 3rd and 1 up 5 with 90 seconds to go everyone in your program should know what play is coming, and it should work. This teaches all of the great lessons in football like accountability, toughness mentally and physically, trust and many more. On your first day of summer camp, line up the defense in multiple looks and situations. For example, against a stacked box for short yardage, a weak box for if it could score with 45 seconds left from the 50 before half. Whatever other game situations you can imagine, make a mockery almost that this play can be effective anywhere so we need to run it correctly and efficiently.

- IV We are a words not a numbers team in our play calling, and use words in relatable groups for the sake of remembering. For example, counter relates to counter punch, which relates to boxing. So have all of your counter plays be plays on boxer names. 34 Rocky, 35 Ali, 28 Tyson etc. Seems far fetched, but kids love it. We especially have found that your right tackle may not remember that he pulls on play 428, but may be more apt to remember 28 Vander only works if he goes and gets the corner. (Vander = Evander, throw your QB a bone and edit the names to make the words flow off the tongue in a play call a bit if needed.)
- V Lastly, base every other play you install off of your bread and butter play and use that in your selling of the system on your install. "Our counter only works if we run our bread and butter for 5 yards a crack" or "our PAP game only works if we get yardage on our bread and butter." and establishes the reasoning for why you do what you do. Kids love hearing the reasoning for your choices in today's football, and being proactive on stating the reasoning for why you are looking at certain things can save you time and headaches in the future.

Conclusion

There are internal clues in the above writing that show we believe in running the football at EPC and that is the key to success, so that it is tailored to those types of teams. If you have a different philosophy they can be altered. Maybe buck sweep, iso or an alley screen is your bread and butter, but make sure on 3rd and 1, you are able to use these tips to be capable of picking up that new set of downs. I wish you all the best this season and the best of health with your team.



GENERAL LIABILITY INSURANCE PROGRAM

As a membership benefit, coverage is provided by the Commercial General Liability Policy issued to the National Organization of Coaches Association Directors. This policy will provide general liability coverage to the Wisconsin Football Coaches Association and its members.

CARRIER

HDI Global Specialty (A Rated)

POLICY PERIOD

August 1, 2024 – August 1, 2025

LIMITS OF INSURANCE

\$1,000,000	Each Occurrence
\$2,000,000	General Aggregate (per Member)
\$1,000,000	Products/Completed Operations
\$1,000,000	Personal & Advertising Injury
\$ 300,000	Fire Damage
\$ 50,000	Sexual Abuse (per Member)
Excluded	Medical Payments

COVERAGES

- ❖ Educator Professional Liability
- ❖ Participant Legal Liability for insured members
- ❖ Liability assumed under insured written contract
- ❖ Defense Cost outside limits

EXCLUSIONS

- ❖ The use of automobiles, buses, watercraft and aircraft
- ❖ Property of others in the care, custody, and control of the insured.
- ❖ This insurance does not apply to members that coach at an All-Star game that is not approved by your state coaches association.
- ❖ This insurance does not apply to any loss, cost or expense arising out of infectious or communicable disease.

CAMP INSURANCE

Today, most Coaches are involved in some type of sports camp. Please note that our General Liability Program follows insured members while working at camps and/or conducting their own personal camp.

In addition, Participant/Accident Coverage is required for coaches and/or participants. Should an accident occur during a camp, clinic or event, this secondary coverage helps offset the loss suffered by families affected by such accidents.

PROCEDURE FOR CAMP INSURANCE

As a member benefit of your state coaches association, all members in good standing have a \$1,000,000 per occurrence General Liability policy limit that provides coverage for their coaching activities. In order to protect the General Liability policy from potential claims, the insurance company has mandated that all coaches must obtain signed waivers and provide Participant/Accident insurance for their participants.

In order to obtain a certificate of insurance showing proof of insurance or naming an additional insured, the following must be in place:

- ❖ **Waivers:** Signed waivers showing indemnification language
- ❖ **Participant/Accident Insurance:** You must have Participant/Accident coverage in place for all participants attending sports camps.

PURCHASE INSURANCE

- ❖ Camp Insurance Request form is available on our website: <https://www.loomislapann.com/page/camp-insurance-2.html>

INSURANCE ADMINISTRATOR

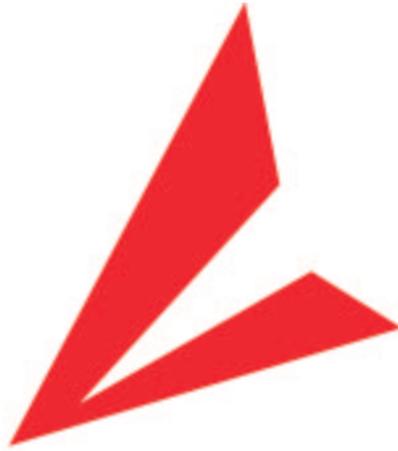
LOOMIS & LAPANN, INC.
INSURANCE SINCE 1852

www.loomislapann.com
(P) 800-566-6479 | (F) 518-792-3426

Greg Joly
Lori George

gjoly@loomislapann.com
lgeorge@loomislapann.com

Disclaimer: This is an insurance overview for summary purposes only; for complete policy terms and conditions please refer to the NOCAD Master Policy.



BSN SPORTS

 **FOOTBALL IS EVERYTHING**



**251 Progress Way
Waunakee, WI 53597**

**1-800-856-3488
www.indy.bsnsports.com**