



## Who Are / Will Be My Sons Coaches?

### Overall

Burning River Lacrosse's directors / coaches are some of the area's top college coaches, high school coaches, college players (BR Alumni) and high school players (BR players). BR's coaches are focused on the goal of improving a player's individual / fundamental stick skills, his positional skill set (Attack, Midfield, Defense and Goaltending), and his understanding of team concepts (Transition and Set Piece Offense and Defense) play.

**We do this by spending the vast majority of our coaching time teaching techniques and fundamentals in individual or small group sessions. We do NOT just warm up and then play live or 6 v 6. We value our practice time and work hard to improve our players skills.**

### Club vs Spring

Burning River's coaches have 100+ years of club coach experience. Coaching a club is very different from coaching a spring team in that:

- you have fewer practices (less time for putting in an offense, a defense, conditioning, etc)
- you have shorter running time games and multiple games a day
- the playing needs to be fairly equal (if you are paying but not playing something is wrong)
- you have summer club rules (no zones, no shutoffs, no complex offensive plays, etc)
- you have to focus at the high school level on showcasing what the college coaches want to see (picks, aggressive D, etc)
  - your job at the HS level is to get kids recruited. Not to show what you as a coach can do
- you have limited ability to game plan (limited scouting, no advance notice of who you are playing)
- you play by summer rules which are different for every tournament and every game

### Commitment vs Appearances

Our coaches are 100% committed to our program and our players. We do **NOT** have what we refer to as **NAME** coaches. **NAME** coaches are well known players / coaches that lend their name to a program but are not actively involved in coaching the players. They may make an appearance randomly at practice (walk on the sideline, a quick talk, a short demo) but are not there day in and day out.

This is a trend we first saw with camps. The camps would charge an extra \$100 because a pro player was headlined at the camp. The pro would show up on the second day for 45 minutes, give a quick talk and sign autographs. Then they would leave pocketing several thousands dollars in appearance fees. At no point did they actually help the kids.

This trend is now happening in the club world. The dynamic is the same. The pro / college coach lends his name to the program or lets people know he is associated with the program. The program pays them an appearance fee in return. The **NAME** coach will then tell everyone how they will coach them in the summer. Summer comes around and the **NAME** coach is not there on a daily basis but just drops in. This happens because they have other commitments. A college coach is committed to recruiting for his school. They are not attending middle school tournaments instead of recruiting.

Separately, they are also not calling other schools for your son. They are focused on their school and are not going to help you go to a competitor. A pro has work, practices and games. They can not attend your tournaments when they have their pro games to play in.

On staff we **have** the following:

- College coaches - attend HS and MS/Youth practices, HS tournaments
- Professional players (MLL Champion) - attend HS and MS/Youth practices
- Top College Players (D1, D2 and D3) - attend HS and MS practices, MS / Youth tournaments
- Area Coaches - attend HS and MS practices, HS and MS / Youth tournaments

On staff we **DO NOT** have the following:

- Name coaches who just drop in
- Coaches we have paid a fee to be associated with us
- Coaches that we pay to make a 1x appearance

#### **Responsibilities**

We have 12+ coaches at the high school and the middle school / youth practices. Every coach is assigned a position (Attack, Midfield, Defense, Goalie, FOGO) to work with and a team (2020, 2021, etc) to work with. We do not have just 2 coaches per team who run a practice by themselves. As a result, your son gets immediate and constant feedback to help him improve. It does no good to tell a player 45 minutes after they did something that they need to do it a different way.

***Please note*** - coaches for the summer travel team are finalized in February / March. This allows us time and flexibility to work with the widest range of coaches and work around summer events / plans (weddings, vacations, internships, child care, etc).

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