



## What Is Burning River's Commitment To My Son?

Unlike programs that:

1. Make unrealistic promises - "All our players get into Division 1 programs",
2. Just look to churn and burn players - "We take anyone as long as they can pay") or
3. don't care if they help your son by putting him in the best position to excel - e.g. take players to tournaments where they go 0-5.

Burning River's staff strives to do everything possible to improve your son's fundamental skills (stick and lax IQ) and help him achieve his future goals whether it is to play in college or to be the best high school player he can be. To that end our staff does the following:

### **PLEASE UNDERSTAND WE DO NONE OF THE FOLLOWING FOR THOSE NOT FULLY COMMITTED TO OUR TRAVEL TEAMS.**

1. ***Give you an honest evaluation of your son's ability.***

Our top staff has **200+ years** of combined experience coaching and helping players get recruited. We use that knowledge and experience to help guide your son through the college recruiting process so that he finds a school at which he can succeed both academically and athletically. For example, if your son is 5'5", runs a 5.2 40 yard dash and carries a 2.6 GPA we will not set him and you up for failure by making unrealistic promises that we can get him into to a Top 10 D1 program or Ivy League school. Instead we will work to get him into a D3 school where he can handle the academics and compete athletically.

2. ***Use our extensive network of college coaches to find a place for your son to play in college.***

Unlike some of the other programs out there who know only a few college coaches or are only willing to email them, our coaching staff has an extensive list of college coaches that we actually call on your son's behalf. In fact, we are in contact with college programs on a daily basis about our players, program and events in our area. As a result, Burning River players have committed to or are playing for 80+ different college programs at all competitive levels (D1, D2, D3, JUCO). These college programs include: *Adrian College, Air Force Academy, Amherst College, Babson College, Baldwin Wallace University, Bates College, Bellarmine University, Belmont Abbey, Berry College, Bowdoin College, Canisius College, Capital University, Clarkson, College of Wooster, Colorado College, Dartmouth College, Denison University, Dowling College, Duke University, Elmhurst Collge, Emmanuel College, Endicott College, Fairfield University, Goucher College, Haverford College, Hiram College, Hofstra University, College of the Holy Cross, Hood College, Jacksonville University, Lafayette College, Lake Erie College, LeMoyne College, Limestone College, Lourdes University, Manhattan University, Marquette University, Mercyhurst University, Mercyhurst Northeast, Middlebury, Nazareth College, Notre Dame, Oberlin College, Ohio Northern, Ohio Wesleyan, Onondaga Community College, Palm Beach Atlantic, Plattsburgh, Queens College, Quinnipiac University, Roanoke College, Robert Morris College, Rochester Institute of Technology, Rollins College, RPI, Seton Hill College, St. Bonaventure, St. Leo College, St. Vincent College, Salisbury University, SUNY at Binghamton, SUNY Cortland, Siena College, Stevenson University, Swarthmore College, Syracuse University, The Ohio State University, Thiel College, Towson State, U of Albany, U of Denver, U of Detroit Mercy, U of Hartford, U of Indianapolis, U of Michigan, U of Mt. Union, U of Penn, U at Plattsburgh, U of Tampa, U of Vermont, U of Virginia, Walsh University, Washington & Jefferson, and Westpoint, Wittenberg University.*

3. ***Make calls on your son's behalf to the college programs of his choice.***

We want to stress what was stated above. In an effort to help your son get recruited by the schools he has a strong interest in attending our staff calls the coaches at those schools to impress upon them your son's qualifications and desire to play for them. College coaches have repeatedly told club coaches, parents and prospective players that this is the number #1 thing that programs can do for their players. We have been doing this for years.

• **To quote one local high school coach** "I have never seen anyone work as hard to get my players into college as Coach Calleri has. He has called numerous college coaches, provided the players and their families with feedback, laid out a timeline of things the player needs to do and helped guide them through the process. My kids would not be where they are today if Burning River Lacrosse wasn't as proactive as they are."

• **To quote one local parent** "Burning River's staff has help us every step of the way. They have called coaches to be our son's advocate, guided our son's lacrosse improvement and guided us through the admissions process. I don't know what we would have done without their help and advice."

4. ***Work to improve your son's lacrosse ability so that he can succeed at the next level.***

Our coaches have worked with college coaches to develop and implement our "**Burning River Way**"™ unique training and development system. It is composed of our practice plans, skills focus and developmental offerings designed in conjunction with college coaches and exclusive to Burning River Lacrosse. This allows us to develop our players to their full potential. To learn more about our "**Burning River Way**"™ please [click here](#).

*As one parent stated "the practices alone are worth the cost of the summer. They are the best thing my son has ever attended."*

5. ***Attend tournaments that allow your son to showcase his talent in front of the college coaches.***

Our coaches work with the college coaches and tournament directors to ensure that we are attending the top tournaments and competing against the correct teams so that our players will get recruited. It does your son no good, and actually harms his chances, to attend a tournament before he is ready to compete effectively at that level.

Every year we see this play out with other players and teams attending tournaments they are not ready for and getting very negative reviews. This happens when 1) teams get blown out 15-1 because other programs take them to tournaments they are not ready for. When this happens college coaches quickly stop watching the game and go watch a different game, 2) teams do not win at tournaments (coaches attend the winning teams' games the second day), or 3) players get called out by their opponent in front of the college coaches (e.g. "Take the kid in the red helmet because he can't play defense / has no left") All these things happen every year especially to newer programs and they all negatively impact your son's ability to be seen in a positive way by the college coaches.

6. ***Focus exclusively on your son.***

We are successful because of our ability to develop top level players and get them recruited. We have this ability because we only take a limited number of players - not everyone makes the team. This allows us to know your son and to focus all of our resources and efforts on helping him achieve his full potential unlike pyramid and franchise programs that are focused on the volume number of players in their program.