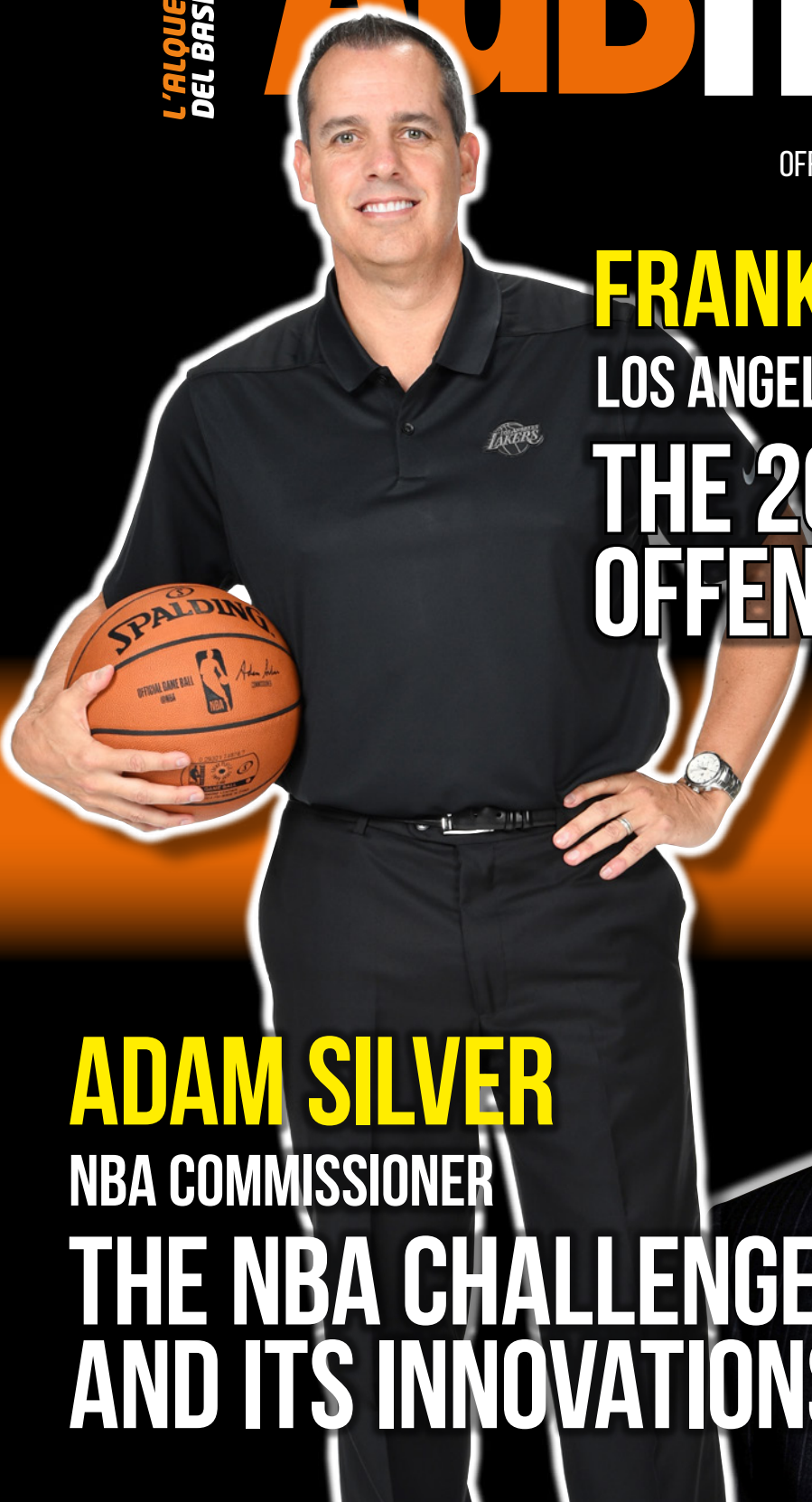
L'ALQUERIA DEL BASKET

AdBhoops

N.9 JANUARY
OFFICIAL DIGITAL MAGAZINE FEBRUARY 2021



FRANK VOGEL

LOS ANGELES LAKERS HEAD COACH

THE 2019-20 LAKERS OFFENSE



ADAM SILVER

NBA COMMISSIONER

THE NBA CHALLENGES AND ITS INNOVATIONS

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AdB Hoops Publisher
Is a digital pubblication of the Alqueria del Basket, C/ Bomber Ramon Duart S/N 46013, Valencia, Spain

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The magazine is published six times per year

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ACKNOWLEDGEMENTS

We would like to thank for their collaboration all the authors, who shared with us their knowledge. Thanks to: Ms. Lisa Cavallini, Art Director; Mr. Carles Orive, Spanish translator; Mrs. Elisa Michel, English editing; Mr. Alberto Chilet, VBC Media Director, and Ms. Paula Mas, Alqueria del Basket and VBC Women's Team Media Director for the collaboration.
To Mrs. Alison Bogli, LA Lakers Media Relations Director, and Mr. Joseph Amati, NBA VP-Photography, for Frank Vogel's photos (LA Lakers and NBA Photos); Mr. Dennis Rogers, LA Clippers Director of Communications, and Mr. Cooper Dzierzanowski, LA Clippers Communications Assistant, for Dave Severns' photos (LA Clippers photos); Mr. Oren Ben Hakoon, for Roberto Iezzi's photos; Mr. Jim LaBumbard, Sr. Director-Team and Basketball Communications, for the collaboration on the Jason Phillips' interview (NBA Photos); Infinity Nine Media Agency, for Francois Lamy's photos; Ms. Laura Carini, for Francesco Longhi's photos; Mr. Victor Yago, for Alqueria News-Teika interview's photos; Mr. Mike Bass, NBA EVP - Chief Communications Officer, for the kindness and collaboration on the Adam Silver's interview (NBA Photos). A special thanks to Dr. William Sutton for his advices, and Mr. Lionel Hollins, LA Lakers Assistant Coach for his help.

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RAISING THE BAR

I am very proud, both personally and in the name of the Alqueria del Basket, that AdB Hoops magazine with our free subscribers from 54 countries has been recognized as a tool for the improvement of basketball worldwide. All of our long-time contacts and public relations ties have been absolutely essential to producing the rich array of articles and interviews for the magazine, but how you communicate and the tools that you have in your arsenal are equally important.



TO REDUCE, AS MUCH AS POSSIBLE, ANY WRONG CALL OR ACTION

From our debut issue in October 2019, our goal has been to improve with every issue and to provide our free subscribers with articles and interviews that are probing and informative, that offer them food for thought, whether in the area of coaches, referees, executives and managers, strength & conditioning coaches or mini basketball.

Starting with articles from some of the top EuroLeague coaches, informative interviews with industry executives on multiple topics, and last issue's interview with Andreas Zagklis, FIBA Secretary General, on the state of our profession and its future, we have sought to enlighten our readership and raise awareness on how to move safely through the difficult challenges of this past year. In this issue we are extremely excited to bring you an interview on the NBA challenges and its innovations with Adam Silver, the NBA Commissioner, a tribute to the credibility and success of our magazine.

The quality of this issue is also affirmed in the technical article by Frank Vogel, the Los Angeles Lakers head coach. He explains in this and the next issue, offensive plays of his team, last season's NBA Champions. He used simple and easy plays built around two superstars such as LeBron James and Anthony Davis. The story imparts an important lesson that in order to win you must be able to build and run a team around the top talents.

We also discovered, thanks to an interview with Jason Phillips, the Replay Center Operations Principal, the secrets of the NBA's unique "bunker." The Replay Center is where controversial referees' calls or actions are dissected frame by frame to reduce, as much as possible, any wrong call or action that could be detrimental to the regularity of the games.

Equally important are the collaboration agreements that we've established with various Coaches Associations. In the last issue, we got on board with Rising Coaches, a USA organization whose members are young head and assistant coaches. In this issue, we are also proud to announce the agreement with Craig Robinson, the Executive Director of the National Association of Basketball Coaches (NABC), of which the more than 5,000 members are college head and assistant coaches. We continue to work on possible agreements with top coaches worldwide, as well as with other basketball-related associations.

We are very conscious that we raised the bar. If Alqueria del Basket is the No. 1 Academy in Europe and one of the best in the world, its magazine must be at the same level.

THE MASTER, WHO TAUGHT HOW TO WIN AT VALENCIA BASKET

GUILLERMO CALVO,
VALENCIA BC MEDIA DEPARTMENT



"MIKI VUKOVIC changed everything." Upon learning of his death on the 15th of January 2021, this was one of the most repeated statements in all the messages of love to his memory, and a theme among those mourning his death, a death which turned the world of basketball upside down in all possible ways. Miki not only changed everything by taking a team recently relegated to the second category and in four seasons promoting it to the ACB, his was also the first rookie squad to win the Copa del Rey and qualifying it for a European final in its first participation in international competition.

Miki changed everything for the legacy of ambition and fighting without fear that he left behind in all those who had him as a coach and sports father. He changed everything by laying the foundation for an entity that has grown to become one of the best in Europe. He changed everything because of the influence he still has on the coaches who work with the young players at L'Alqueria del Basket and who meet in a room named after the Master. He changed everything because Valencia Basket could not be what it is today without Miki Vukovic. This land that he loved and never wanted to leave now cries for its adopted son, born 76 years ago in Kraljevo, Serbia, in the former Yugoslavia.

His humility and natural goodness could not hide the greatness of this man who hypnotized you with his wisdom and made you listen to him, spellbound, when your paths crossed while getting a beverage at the coffee machine. When he landed in Valencia Basket in 1995, in his career he had already amassed three championships of the FIBA Women's European Champions Cup, one silver medal in a FIBA World Cup with his country's women's team and a good handful of national titles. His challenge now was going to be different. He would have to take a team that had just been relegated to the second tier and work with a young group of players with the goal of getting back to the ACB as soon as possible. Putting him in front was a decision that would forever change the history of the entity.

Miki made every effort to help that group of players grow, and he did it with an absolute dedication that made his own family realize that they had to respect the painstaking process of analysis that the Master did after each defeat. His influence over that team was so great that the players blindly believed in what they called "our zone," a place that not even they knew how to describe or what it consisted of or how to get there. They just knew that Miki always took them there at the right moment to confuse the opponent and to end up taking the win. In the first season, that meant the promotion to get back into the ACB, and after a second season of acclimatization and endeavor in the



ACB, a third bombshell was about to drop.
Valencia Basket qualified for the first time for the Copa del Rey for the 1998 edition in Valladolid. Facing TAU Vitoria, intractable at that time, in the quarterfinals made some players decide to pack an extremely light suitcase. But Miki had other plans. He had raised titles everywhere. And this was not going to be any different. After the favorite Baskonia, the host Fórum Valladolid fell in the semifinals and in the final, with Alfons Albert and Iñaki Zubizarreta in the starting five, Pamesa Valencia beat Joventut de Badalona and lifted the first title in its history. The Master had just taught us how to win.
The following season brought the debut in Europe with participation in the Saporta Cup. And with each trip, Miki made it clear that he was loved in every corner of the continent. Wherever he went, there was always someone who knew him and came to greet him at the airport. And the trip continued until he took 15 wins in a row (which still remains as a Club record) and finally got to the final against Benetton Treviso. The massive displacement of fans to Zaragoza would not end with Valencia Basket's first continental title. In his fifth season at the helm, a new final, this time in the Copa del Rey, where the Valencian side lost against Estudiantes.
Miki Vukovic's career as Valencia Basket coach ended in 2000. Since then, no one has been able to surpass his record of consecutive seasons leading the team from the bench (five) or his number of games coached (231). But above the figures or even the titles, the most important thing that the Master has left us all at Valencia Basket is his teachings: these have marked the steps for the constant growth of the entity. Miki Vukovic became a role model for all the professionals who came after him, leaving an indelible mark on the people who worked with him and who have then extended his lessons in the years after his departure.


LOS ANGE
LAKERS
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2
OFFICIAL GAME BALL
NBA

THE 2019-20 LAKERS OFFENSE

(FIRST PART)



EASY AND SIMPLE PLAYS

Before signing with the Los Angeles Lakers in May 2019, I spent a sabbatical year, visiting college and NBA teams, watching games and practices, as well as I watched a lot of games on TV. Talking and listening to coaches and assistant coaches helped me to take from them some "pieces", which I added to my offense and defense. It has been a great experience professionally, and it helped me to change some ideas on my basketball philosophy. After I arrived in LA to coach the Lakers, we traded for Anthony Davis, so I built the offense not only around LeBron James, but also around Anthony Davis, and they contributed with a total of 51.4 per games on the regular season, and 55.3 on the playoff. You can have these two superstars on your team, but for winning a championship you must also have on your roster players who will sacrifice themselves and embrace their roles and support these two great talents. You must also have a great staff around you, from the assistants, to the video coordinators, that do yeomen's work behind the scenes, s & c coaches, trainers, doctors, as well as the franchise's executives: it's many facets that create the ability to get an NBA ring.

WE ADDED SHOOTERS AROUND JAMES AND DAVIS

Talking about our offense, executives Rob Pelinka, Kurt Rambis and myself wanted to add shooters around our two superstars, who are great offensive players, not only able to score, but also are

unselfish willing passers, able to create opportunities for teammates. Aside from his overall contribution of points and rebounds, LeBron was outstanding in the assist stats: he was the NBA regular season assists leader with 10.2 assist per game, as well leading in assists in the playoffs with 8.8, creating open shots for Danny Green, Avery Bradley, Kentavious Caldwell Pope, and Kyle Kuzma, and Anthony Davis, thanks to his great passing skill. Before going into details of our offense, please, keep in mind that the two of the keys for a successful offense are always spacing and the players' ability to read the defense and react to the defensive moves (...as well as having players with good offensive skills).

For the majority of the season and the playoffs this was our starting five:

- Guard: Avery Bradley (1,90/6-3) / Kentavious Caldwell-Pope (1,96/6'5'')
- Guard: Danny Green (1,98/6-6)
- Forward: LeBron James (2,06/6-9)
- Forward: Anthony Davis (2,08/6-10)
- Center: JaVale McGee (2,13/7-0)

The top reserves were:

- Guard: Rajon Rondo (1,85/6-1)
- Guard: Alex Caruso (1,96/6-5)
- Forward: Kyle Kuzma (2,03/6-8)
- Center: Dwight Howard (2,08/6-10)

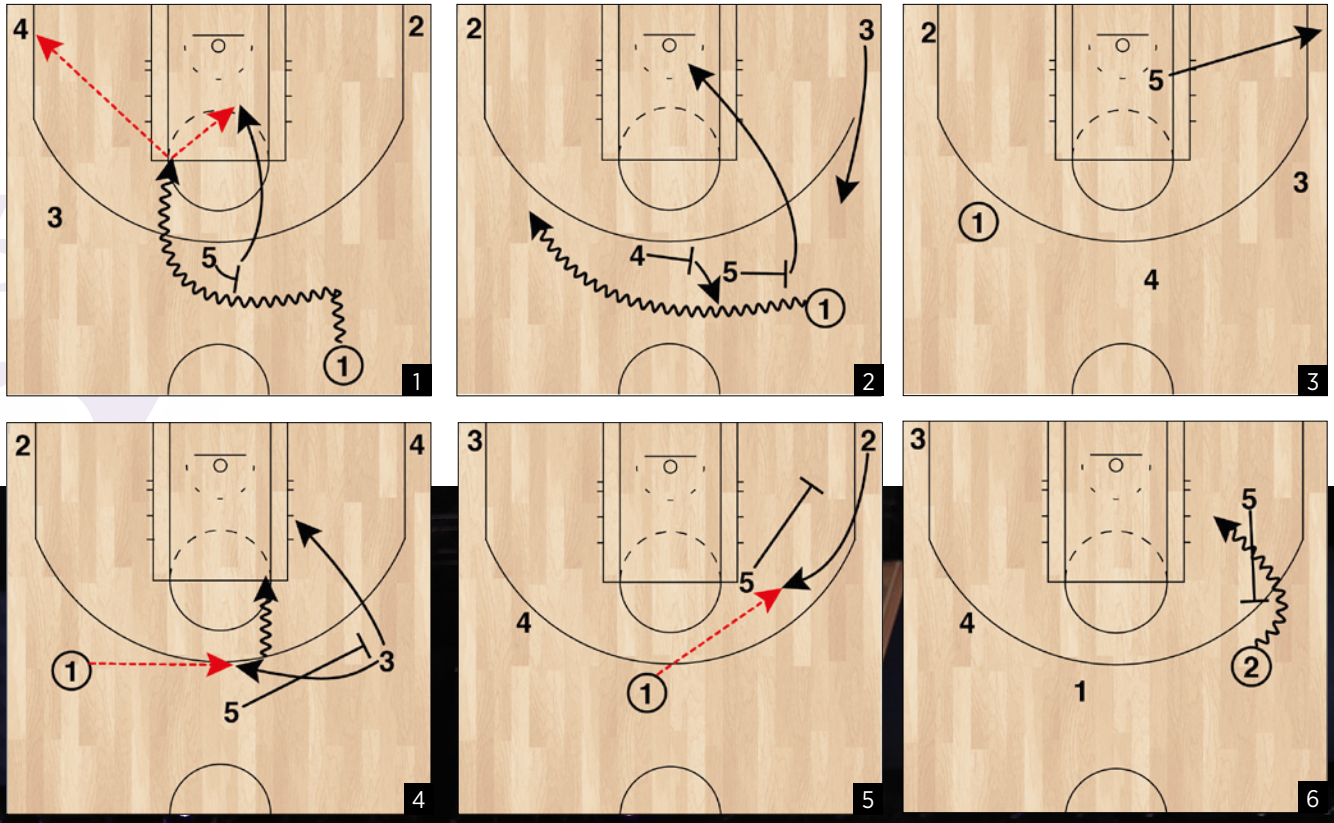
Also the players, who played less, gave support from the bench and, above all, in practice their great contribution pushing teammates and challenging them to be better.

In our offense, we wanted to play as much as possible in transition, and with pace in the flow, with LeBron and Anthony, who can really outrun their defenders to the front court. The transition, with great spacing we are able to create driving lanes for one-on-one opportunities in the open court for LeBron and Anthony, this also allows for the possibility of these two great offensive talents to kick the ball to their open teammates for three-point shots. As you can see on the following sets, we like to play with all five players outside of the lane. We used pin down screens, staggered off ball screens, and dribble hand off passes to create attacking and scoring opportunities. I tried to keep the plays simple, with the freedom to LeBron and Anthony to





WE WANTED TO PLAY AS MUCH AS POSSIBLE IN TRANSITION


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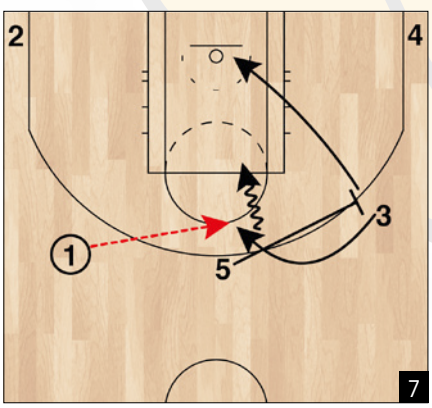

NBA FINALS 2020
Champions
LAKERS

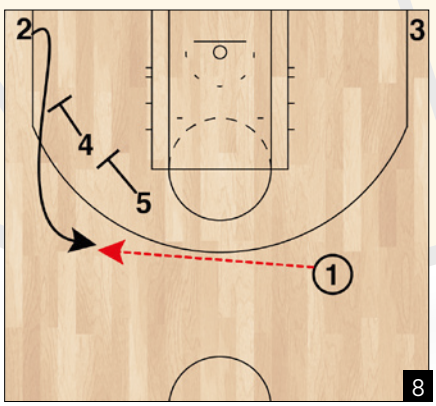


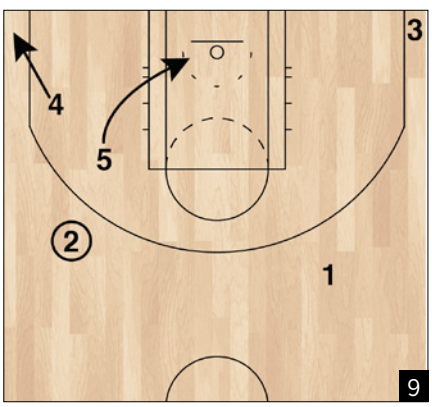
play one-and-one, and create their own shot, but also with the chances to score for the other three teammates on the court. Again, please note that on all our plays spacing is absolutely imperative, because it creates problems in the rotation of the defenders, as well as stressing their close outs.

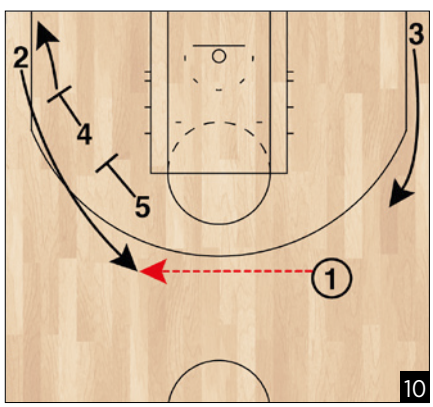
DRAG: 5 sets a drag screen for 1, who can penetrate, and getting to the rim, or passing to 5, who has rolled, or to 4 in the deep corner (**diagr. 1**).

DOUBLE DRAG: 4 and 5 set a double drag screen for 1. After the screen, 4 pops out and 5 rolls. 1 can hit 4 for

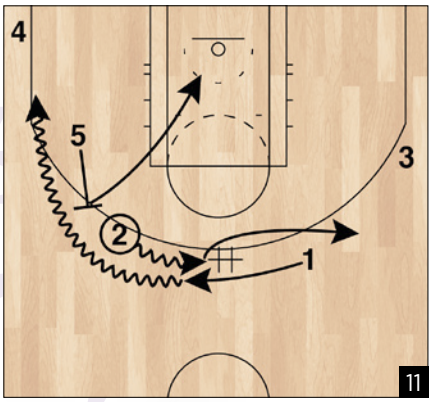


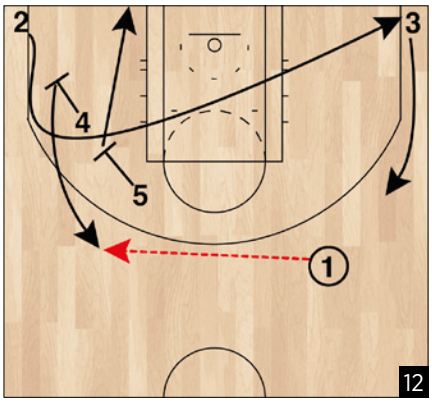


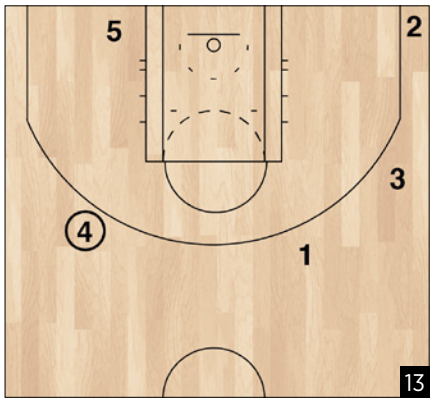


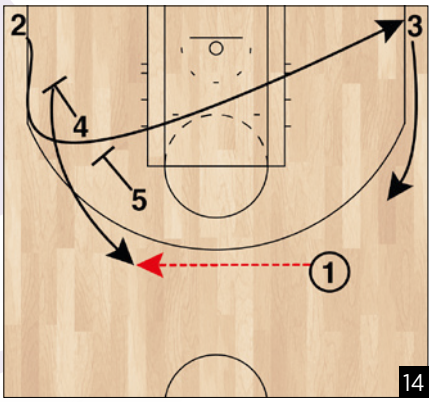


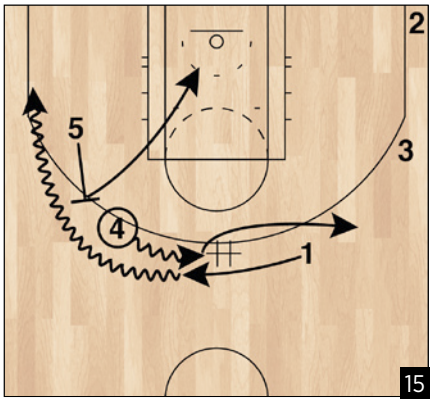


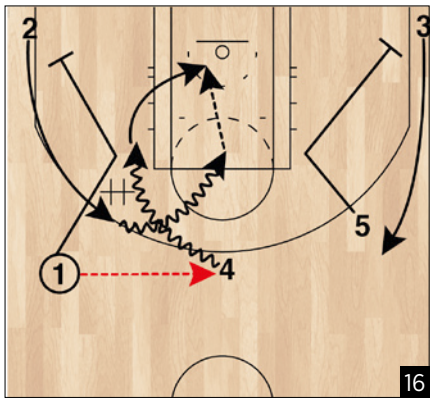

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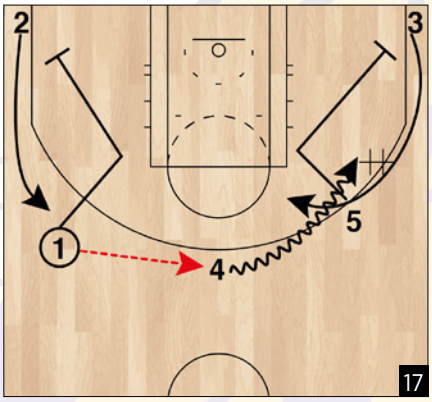

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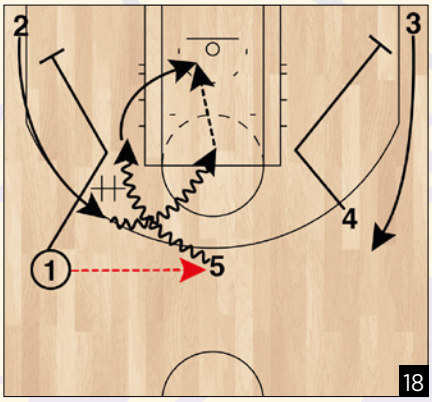

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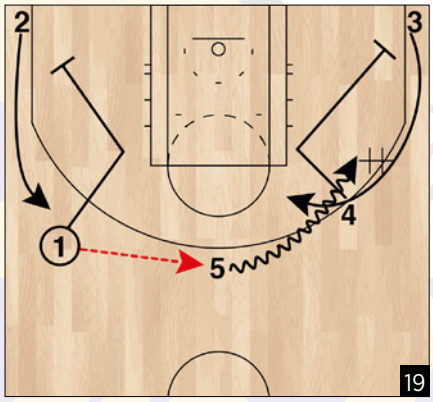

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CHAMPIONS
Champions
LAKERS







a three-point shot, or 5 (diagr. 2). After the screen, if 5 does not get the ball on the roll, he goes to the deep corner, and we space out with five players outside (diagr. 3).

HIGH SINGLE: With 1 with the ball on the wing, 5 make a single screen for 3, who can receive and drive to the basket, or pass to 5 on the roll (diagr. 4).

SINGLE: With four players outside and 5 near the lane, 5 runs a wide pin down for 2 in the corner, who receives the ball from 2 for a shot or a drive to the rim (diagr. 5). If 2 does not have any solution, 5 steps up and makes a back screen for 2 (diagr. 6). We can also call another "single" option with 1 with the ball on the wing: he screens away for 3 on this case, 3 drives to the basket, and 5 rolls (diagr. 7).

BOSTON: While we are on transition we run a double wide pins, a stagger screen, by 4 and 5 for 2 in the deep corner, who runs high and receives from 1 (diagr. 8). After the double wide pins, 4 goes in the corner and 5 cuts down low near the rim: 2 can hit 4 or 5 (diagr. 9).

BOSTON GET: We start the play with the same set and start, it means a wide double pins of 4 and 5 for 2 in the corner and 1 hits 2 (diagr. 10). But now 2 drives toward 1, and makes an hand off pass to 1, who then receives a pick from 5. After the pass 2 replaces 1 (diagr. 11).

SPACING IS ABSOLUTELY IMPERATIVE





TIDBITS

He was a student manager at University of Kentucky under Coach Rick Pitino

He is friend of Brad Stevens, head coach of the Boston Celtics

He is married with Jenifer and has two daughters Alexa and Arianna

He has been head coach o f the NBA All Star Game East Team in 2014 and 2020

BOSTON C: The start is the same with 4 and 5, who sets a double wide pins for 2, but now 2 curls around 4, cuts in the lane, and gets to the opposite corner and 3 step up to the wing. Right after the screen for 2, 4 receives a screen from 5, a screen the screener, pops high and receives from 1 (**diagr. 12**). Now we have 4, LeBron, on one quarter on the half for playing one-on-one or passing to 5 on the low post (**diagr. 13**).

BOSTON C GET: Same starting action as before(diagr. 14), but now 4 gives back the ball to 1 with a drive hand off pass. 1 receives a screen by 5, who then rolls to the basket, while 4 replaces 1 on the wing (**diagr. 15**).
DELAY 4 (for James): 1 hits 4 in the middle of the court, then pins down for 2. At the same time 5 pins down for 3. 4 can make a drive hand off pass to 2 to the strong side of the court, and 2 can drive to the rim, or a pass to 4, who has cut in the lane (diagr. 16). 4 can also make a drive hand off pass on the weak side with 3 (**diagr. 17**).

DELAY 5 (for Davis): the set and the play are the same as the previous one, but this time is run for Davis (**diagr. 18-19**).

@TeamFrankVogel

official_frank_vogel

Frank Vogel

CAREER

2001 - 2004
BOSTON CELTICS - ASSISTANT

2004 - 2005
PHILADELPHIA 76ERS - ASSISTANT

2005 - 2006
LOS ANGELES LAKERS - ADVANCE SCOUT

2006 - 2007
WASHINGTON WIZARDS
ADVANCE SCOUT

2007 - 2011
INDIANA PACERS - ASSISTANT

2011 - 2016
INDIANA PACERS - HEAD COACH

2016 - 2018
ORLANDO MAGIC - HEAD COACH

2019 - PRESENT
LOS ANGELES LAKERS - HEAD COACH



SHARING SOME OUT-OF-BOUNDS IDEAS

ON OFFENSE

(SECOND PART)



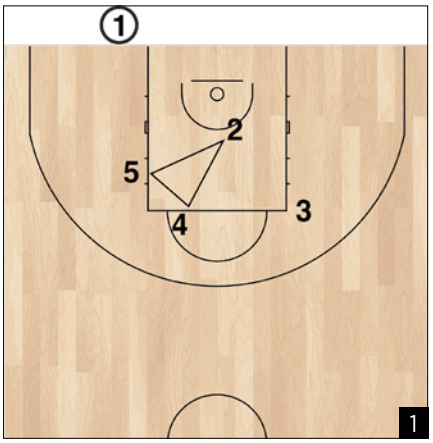
WE START WITH THE USUAL TRIANGLE SET

In this second part of the previous article, I am going to share the background system that has accompanied me in recent years and that takes into account several of the aspects discussed in part one.

In today's basketball, it is very common that the defense change on the shooter's cut to the ball side, with the defender of the passer, and this possibility of change will mark many of the system's options.

I want to point out that the different options that you are going to see here are the readings of the players, and they are not previously called situations, aside for some small exceptions.

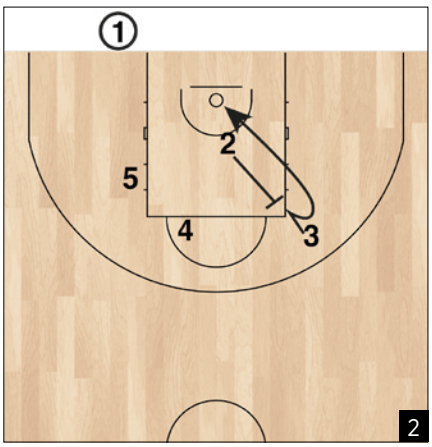
Our out-of-bounds play starts with a typical triangle set, but with the 3 open to the "checkerboard shadow" zone (**diag. 1**).

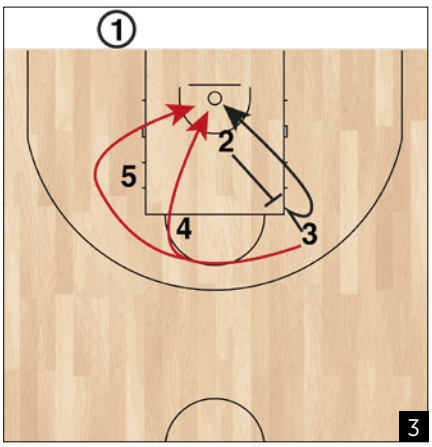


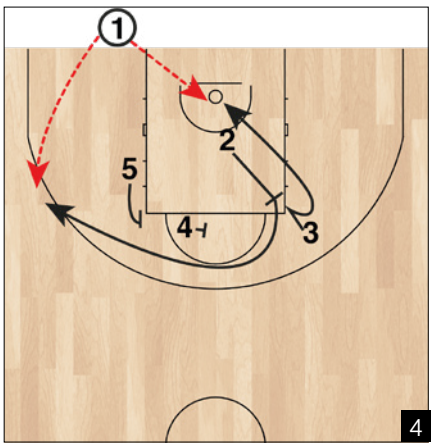
We start with the ball to our 1, the point guard, who is usually a good passer, while 2 starts inside the "triangle" and is our best shooter, 3 is a player with the strength and power to play near the rim, while also being a good/acceptable 3-point shooter, 4 a player able to shoot from a 3-point range (if 4 is not a shooter, while 3 is, I will change their positions) and 5 does not have to have any particular skill other than being a good screener.

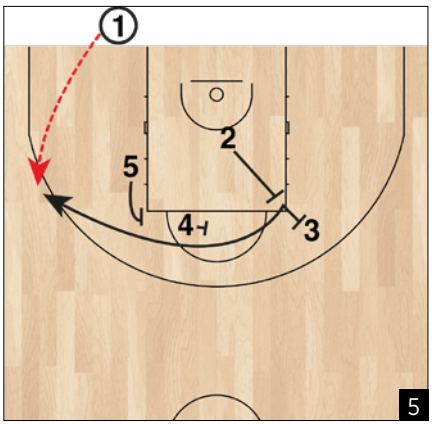
After the initial triangle set, the play starts with a diagonal pick from 2 to 3, so that 3 can try to receive on the cut to the rim: the first aim is to receive the ball, preferably close to the rim (**diag. 2**).

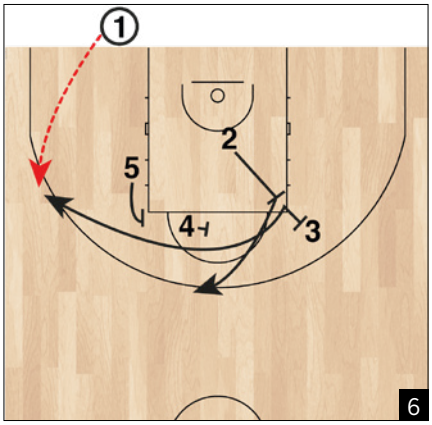
Now 3 will read what the defense is doing, and decide whether or not he will use the pick and if it is effective, to try to receive near the rim. Based on the defense's reaction, he can decide to end the play in the

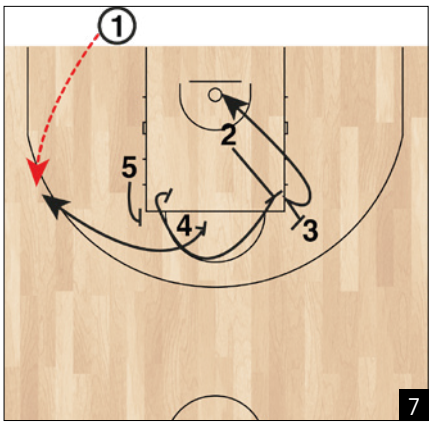














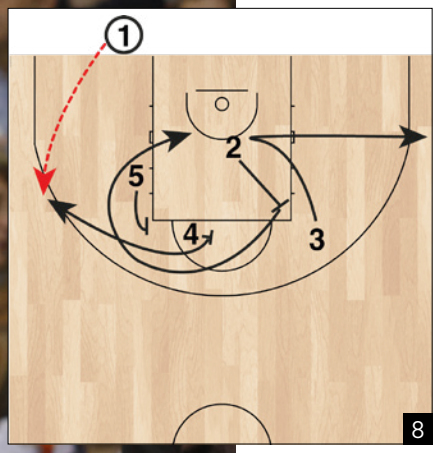
same preferential reception area, and not to use the 2's pick, but instead, to curl over 4 or even over 5 (**diag. 3**).

After the pick, 2 will play on the concept of screen-the-screener: 3 can use the screen of 2, or curl around 4 and 5 (**diag. 4**).

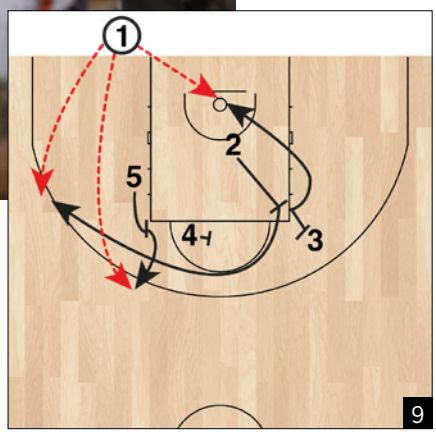
Since 3 is also a shooter, he can choose, from time to time, not to go inside the lane, our preferred reception area, but to receive outside. This action will also occur if we have two guards on the court, and none of them has good enough skill to receive near the basket and make a power shot. In this situation, we can exchange the role of the two players involved in the pick, and if we want to get him the ball, he will curl on 4 or 5 (**diag. 5**).

In the latter case, 2 knows that 3 is not using his pick, but he does not know if he will curl on 4, on 5, or if he will come out to receive and shoot. That is why 2 will follow 3 with a certain delay to be able to read the situation: he must come out to receive and shoot, or be able to stop in time and with suf-

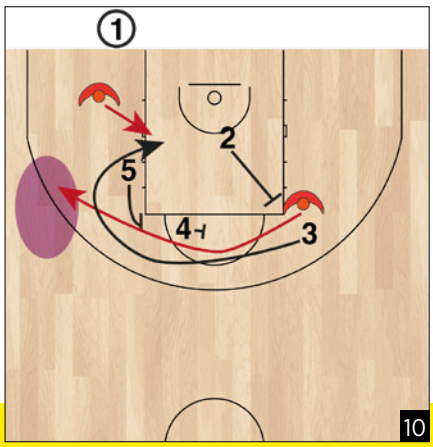




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9



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ficient distance without disturbing the reception of 3 on the ball side if he receives and is able to shoot (**diag. 6**).

Sometimes, to surprise the defense, we send 4 to receive the ball from 1. In this case, 3 will try to receive inside the lane, and 2, after picking 3 (if 3 uses the pick to get the ball inside), will curl around 4. The signal for 4 that he must come out to receive is that 2 will grab him by the waist when curling (**diag. 7**).

4 not only has that chance to get open to shoot after the curl of 2, but he must also be careful that 2 does not curl over 5: in this case 4 must go to the shooter's spot (**diag. 8**).

In the case that there are no receptions in the preferred areas, our emergency pass will be offered to

TIDBITS

Among his hobbies is developing software

He created his own scouting tool

He loves to play guitar

He likes to draw

CAREER

1990 - 2003
ESTUDIANTES MADRID
YOUTH TEAMS ASSISTANT,
COACH AND TECHNICAL DIRECTOR

2002 - 2003
ESTUDIANTES MADRID EBA
LEAGUE COACH

2003 - 2005/2008 - 2009
ESTUDIANTES MADRID ACB - ASSISTANT

2006 - 2007/2013 - 2014
NATIONAL SPANISH YOUTH
TEAMS COACH

2009- 2010/2013 - 2014
REAL MADRID ACB
ASSISTANT COACH

2014 - 2015
BASKONIA ACB
ASSISTANT

2015 - 2017
FUENLABRADA ACB
HEAD COACH

2017 - 2018
ZARAGOZA ACB
HEAD COACH

2018 - 2020
FUENLABRADA ACB
HEAD COACH

5, who opens after the pick. 5 has a very important task when he decides to open after the pick, as he will have to watch that there are no more shooters cutting to receive his screen (up to three players in a row, an initial 3's cut, a second 2's cut, and the last one of 4). So he must read to see if the teammates who receive the pick are curling or are going to the shooter's spot, correctly choose their starting time, always behind whoever opens to receive the shooter's spot. 1 can pass to 3, to 4 or to 5 (**diag. 9**).

WE USE WITH THE INITIAL DOUBLE CURL

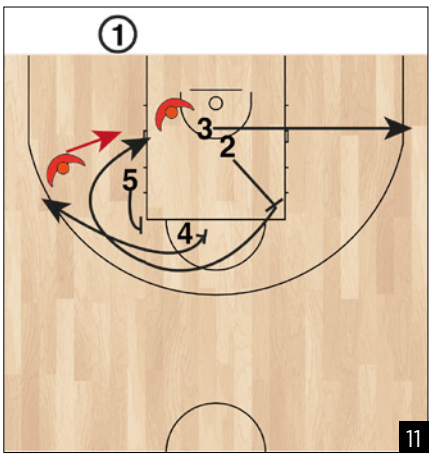
Normally we will also use the option of the double initial curl for a last shooter exit. With the defender of the passer 1, who changes to cover the possible receiver - it's possible that the defenders could also change two or three times on the offensive players. If this situation occurs, we can decide that, after the 3's curl and he is not free, that 2 curls over 4 and 4, after the 2's curl, receives a pick by 5 and can get out to receive and shoot (**diag. 10-11-12**).

As you can see, all the solutions are based on reading the defense, and we do not call any of these options, which makes scouting difficult for the opponents.
Finally, if you have noticed that we have not set any player in the opposite corner, we have an option to do it. Sometimes we change the pick from 2 to 3, to one from 3 to 2: in this situation 2, after reading the reaction of his defender, can run to the corner, and, we still have the option of 4 to run outside around the corner, with 1, who can pass to 2 or 4 (**diag. 13**).

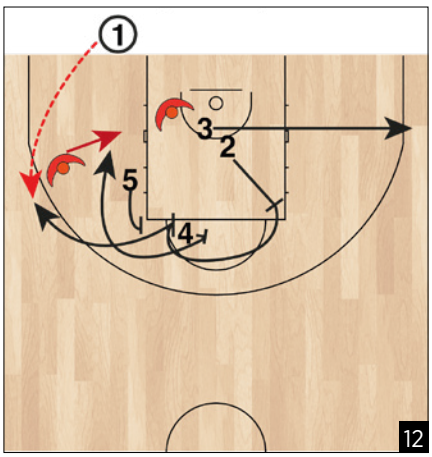


We have different follow-ups when putting the ball on the court that we call before passing, and we even have some additional options for special situations in this same set. I have shared these ideas with you with the baseline out-of-bounds play that I have used for the last five years with my ACB teams. These are some of the most effective teams in out-of-bounds plays in the league, despite always being teams that struggle not to be relegated to the lower division.
Hopefully some of these ideas will help you to develop yours.

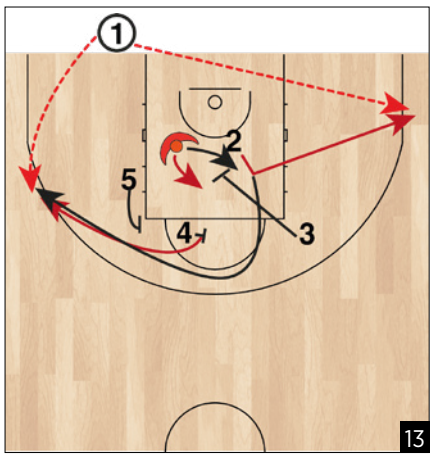
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HOW TO BE AN EFFECTIVE ASSISTANT COACH

LOYALTY, TRUSTWORTHY, AND WORK ETHIC ARE BASIC

I have spent most of my 41 years in coaching as an assistant coach. I have been fortunate to work with some excellent championship coaches at all levels, from high school to the NBA.

Each head coach I have worked for has been different, yet I was able to learn from each of them. Following are some thoughts and observations I have been able to learn during my career. I hope they help. Please reach out if you have any comments or questions jymratt@gmail.com

Certain characteristics are mandatory parts of an assistant coach's makeup. You need to be honest with yourself. If you fall short of any of these, you simply ought to find another line of work. Here are the 3 most important characteristics, in my opinion, of what are non-negotiable.



1. LOYALTY

The great, former coach George Raveling is fond of saying: "If you are going to work for someone, WORK for him," or her.

- There are those people who are UBER-ambitious, who feel they certainly will be loyal…Until a choice must be made in which being loyal distinctly detracts from achieving UPWARD MOBILITY in the profession. Sometimes the DISLOYAL person wins out, in his mind just "doing what needed to be done to get ahead". I think the loyal choice leads for peace of mind…"The softest pillow is a clear conscience"… But in the NBA especially, the big money sometimes supersedes everything else.
- Being FAITHFUL to the head coach might not be the N. 1 trait of an assistant, but it's definitely in the top three. Nowhere is it written that you HAVE to be loyal, IT'S JUST THE RIGHT THING TO DO…Especially if you plan to thrive and advance in coaching.
- Loyalty doesn't mean you have to AGREE with everything your boss says or does. It means, for lack of a better term, toeing the company line.
- Be prepared for it to be TESTED. Don't think loyalty means simply standing by your boss when the team loses…there will be instances where YOU will be approached by people who

BE FAITHFULL TO THE HEAD COACH







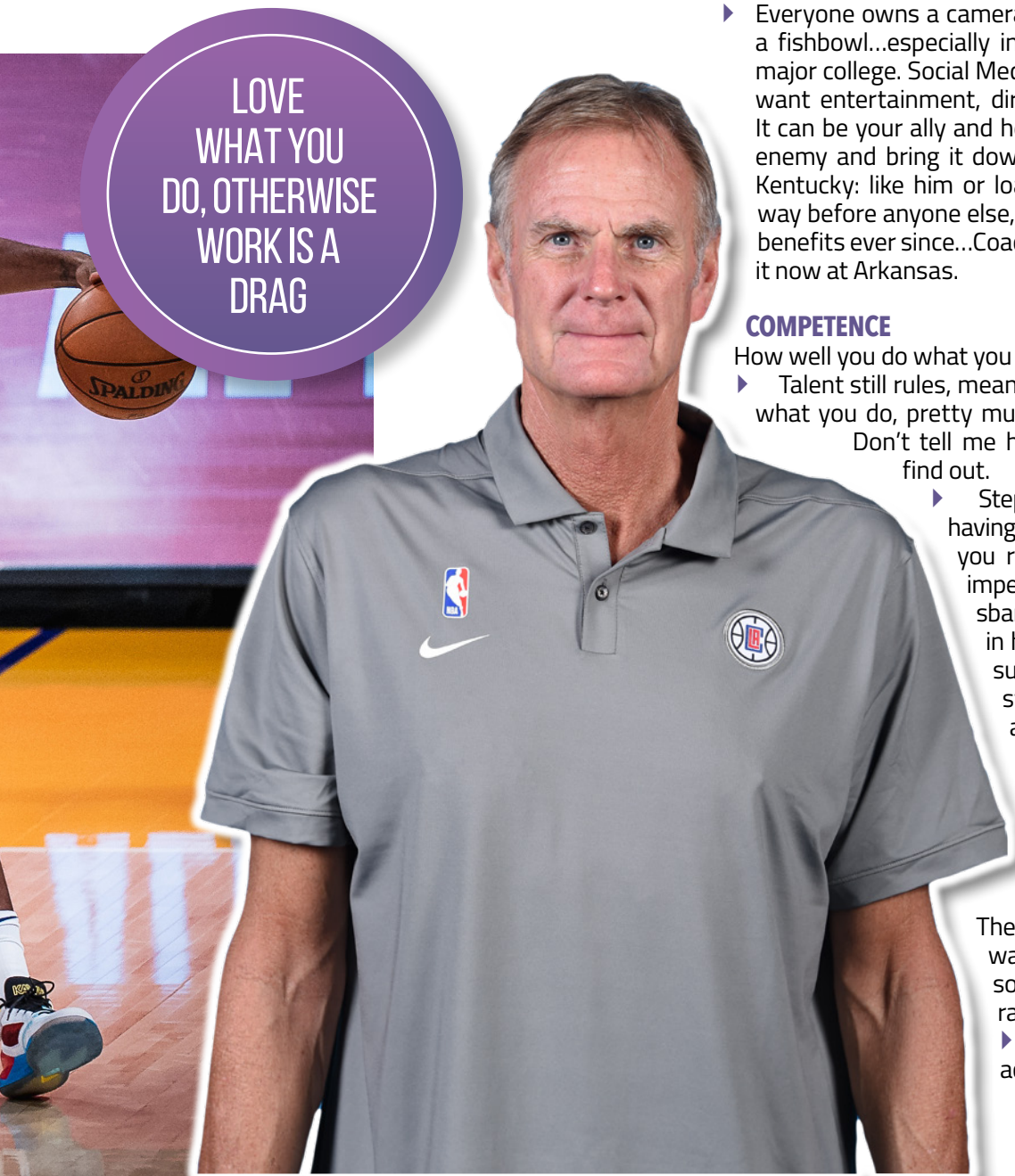
are looking for "answers"...Maybe influential people within or outside of your organization.

- UNITED once a decision has been made, usually by the head coach. If that's difficult for you to deal with, just remember, someday it could be YOU making the call-and don't think your staff will always be in agreement. Remember the line: "If you and I agree on everything one of us isn't necessary." The staff can only go with ONE idea, usually the head coach, but not always, you all must present a united front.
- Be careful about commiserating with supporters, fans, etc....Not just about losses, but any BAD news, drugs, suspensions, legal...Even if you DIDN'T say anything, what might be attributed to you could bring down the team or program...TELEPHONE GAME....Your comments could repeated in conversation or print and it's NOT at all representing what you said. It used to be journalists wanted to be RIGHT...Now their main and only goal is to be FIRST.
- The most recent and DANGEROUS problem, within the past decade is SOCIAL MEDIA...They have no rules or standards, therefore they can write whatever they want and remain anonymous. It's in your and the team's best interest to say as little as possible. Anything can be misinterpreted. Only talk to people you can ABSOLUTELY trust.



2. TRUSTWORTHY

- All relationships are built on TRUST, and TRUST, once violated, can never be regained.
- When I meet a person for the first time, I trust that person 100%, until they give me reason not to.
- Think about the last time someone you trusted did something that shocked you PERSONALLY, something you NEVER thought that person could, or would, do…Usually time heals all wounds, so chances are, you might still remain friends-but you will never completely TRUST that person again.



TWO QUALITIES THAT TRUSTWORTHINESS IS MADE UP OF

CHARACTER/INTEGRITY

- Defined: You are commissioned to build a church steeple. One hundred nail are required to do the job. You pound in 99 nails perfectly straight. The 100th nail goes in just a little crooked. If you leave it that way, no one will ever know. It won't ever make a difference. You've been up there for hours in the heat, so really, what does it matter? Yet, you pull out that last nail and knock another one in perfectly straight…THAT'S INTEGRITY.
- Everyone owns a camera…We are all truly living in a fishbowl…especially in the NBA, Euroleague, or major college. Social Media lurks everywhere. They want entertainment, dirt, naked truth…whatever. It can be your ally and help your career, or be your enemy and bring it down….Coach John Calipari of Kentucky: like him or loathe him, figured this out way before anyone else, and he's been reaping the benefits ever since…Coach Eric Musselman is doing it now at Arkansas.

COMPETENCE

How well you do what you are supposed to do

- Talent still rules, meaning if you are NOT good at what you do, pretty much nothing else matters… Don't tell me how good you are, let me find out.
- Stephen Covey story. You are having important surgery: would you rather have a doctor, with impeccable character, loyal husband, devoted father, deacon in his church, but his previous surgeries have a less than stellar record of success. OR, a doctor with questionable character, but who is an absolute master with the scalpel, but he has a reputation of performing unnecessary surgeries just to boost his ego? The answer is…NEITHER!! You want a doctor you can trust, someone with both character and competence.
- When the head coach gives you a task, there

should be no doubt you'll do it and do it well-without ISSUES. If you need help, ASK….It goes without saying that , NEVER, EVER will you embarrass the program.
- Competence is no more or less important than loyalty. For example, if you are 100% LOYAL, but lack competence, the head coach might as well get a dog…Conversely, if you are a super producer, but disloyal, your boss will regret the day you were hired.

3.WORK ETHIC

- It's better to wear out than to rust out"…Is a motto to assistant coaches should live by. For this motto to makes sense, it's necessary to LOVE WHAT YOU DO…Otherwise work is a drag.
- Find something you love to do and get someone to pay you to do it.
- If you don't have this same feeling when you are coaching, you would be wise to do something else, because the hours are such that you would be tremendously frustrated.
- Studies have shown that multi-tasking is NOT effective in getting things done. As an assistant coach, you will have MANY TASKS to do: do them 1 at a time.
- Money and money. In our business more and more money is available, especially in the NBA and major college. I've seen it distort a coach's sense or reality and reason. Some coaches equate their NET WORTH to their SELF WORTH. Never complain about what you are paid, because if you left, the line for your job would be around the block. You can ask for more, (or your agent), but money should never be your motivating factor for working or taking another job.

CAREER

1980-1995
HIGH SCHOOL - COACH

1998-2000
FRESNO CITY
COLLEGE - ASSISTANT

2000-2002
FRESNO STATE UNIVERSITY
VIDEO COORDINATOR

1998-2017
NIKE SKILL DEVELOPMENT

2005-2008
ATTACK ATHLETICS
ACADEMY COACH

2008-2010
CHICAGO BULLS
ASSISTANT
PLAYER DEVELOPMENT

2010-2016
LOS ANGELES CLIPPERS
ASSISTANT
PLAYER DEVELOPMENT

2016-PRESENT
LOS ANGELES CLIPPERS
PRO PERSONNEL SCOUT

OTHER IMPORTANT CHARACTERISTICS OF ASSISTANT COACHES

- Understand COMPLETELY, your head coach's style of play.
- Be an extension of your head coach….the message you send when speaking to people outside the program MUST echo the head coach's philosophy.
- Ability to make TOUGH SUGGESTIONS…The head coach needs TRUTH TELLERS. If you see or feel something is not RIGHT about what you are doing, you have to let the head coach know. If you have the opportunity in the interview, ask the head coach if he WANTS a truth teller.
- Ability to deal with REJECTION…Not all your ideas and suggestions will be adhered to…Don't take it personally.
- Understand your ROLE…PRACTICE: Whether active or not, you still have to pay attention.

SUGGESTIONS: practice not the best time for them… Support 100% of head coach's decisions once they have been made.

- Keep EGO in check…You may NEVER be praised… That's fine, as long as you aren't receiving all the BLAME.
- FIREFIGHTER…Put out the small ones before they get to the head coach…But don't hide anything ILLEGAL/IMMORAL…Jerry Sandusky, former football head coach of Penn State is a great, bad example.
- COMING OUT OF THE GAME…You spend most of the time with the players…Film, workouts, talking… Head coach seldom talks to them when they come out of the game, (Jerry Tarkanian, the late University of Las Vegas and Fresno State head coach, NEVER did), so it's incumbent upon YOU to take the temperature of the situation and approach them to correct, praise, calm down. BE PREPARED TO LISTEN TO THEM.
- Be a LIFELONG learner…The only difference between you now and 10 years from now are the people you meet, books you read and the experiences you have.
- Empathy for OTHERS, especially those "Below you on the totem pole"…Coaches tend to be critical-lo-



TIDBITS

Playing piano is one of his favorite pastimes, as well as spending time with his family

His hobbies are gardening and reading

He plays pickleball, a mix of badminton, tennis and ping pong

ok for flaws, but as far as humans we ALL HAVE FLAWS…Have the attitude that you can learn from everybody…Tarkanian was the most non-judgmental coach I've ever been around, which is ironic, because everyone judged him so harshly.

- As an assistant coach, keep your EYES and EARS wide open-be very careful who to trust when it comes to you CAREER…99% of the time people will do whatever is best for HIM, or HER.

HERE IS WHAT I KNOW DOESN'T WORK

- Disloyalty.
- Competition among assistants (being part of or allowing staff cliques).
- Taking credit for others ideas and taking too much credit for your own.
- Not coming to the aid of your colleagues when negative comments are made.
- Saying "we need better players"…What if you heard the players saying: "We need better coaches"?

DIFFICULT SITUATIONS

- Being the leftover guy from the previous staff… especially if you have lost.
- Working for a head coach that is going through a divorce.
- When your boss is having an affair, and you know it.
- Getting "branded"…Recruiter, X and O guy, workout guy, etc.

NBA/G LEAGUE ASSISTANT COACHES

1. 3-5 times a game give suggestions WITH CLARITY and SPECITIVITY, and say it 1 time.
2. You MUST be a MASTER TEACHER. Know your content, teach in sound bites.
3. Don't get PIGEON HOLED…Know how to teach and understand every position… A 6-0 or 6-11 player.
4. Have them ready on a paper, iPad, whatever. Be unemotional, but use a STRONG VOICE. You can't say: "I don't know".
5. COMPETENT. Players can smell incompetence a mile away. Be adaptable-expect the unexpected.
6. Avoid the underlying feeling of OUTDOING each other…You can't talk down, it's NOT A RIVALRY. Lawrence Frank, former Clippers Assistant coach, during games example.
7. Measure your words- be sincere.
8. MORNINGS MEETINGS are really important: Assistant coaches are being judged by your peers here and in practice-be prepared.
9. If you are leading a drill in practice, practice it BEFORE, and walk through what to say. Use the BEST and MOST cerebral players to demonstrate.
10. Multi-task during games. Jerry Sloan, the late Utah Jazz head coach story. He had most technical fouls in 16 years, emotional and physical: you have to be calm. Know as much as you can about the GAME SITUATION…Fouls, minutes, subs, time outs, what's working, what's not, defense/offense,

dave.severns.3

@dave_severns

www.nba.com/clippers/

3 ON 3 - DEFENDING ALL OPTIONS

Boston Celtics Head Coach Brad Stevens puts a team through a 3 on 3 half court defense drill: "This drill forces the defenders to have to guard multiple offensive options, including the middle pick and roll against a shooting big man, X'ing out to get out on the shooter, having a long closeout, then helping on the baseline drive and finally recovering on the kick out to the perimeter. When you guard great shooter setting a pick and roll, and you are not able to switch, you get be ready to cover him as a team."





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SPECIAL SITUATION







Txus Vidorreta, the current head coach of the Iberostar Tenerife, with his team down by one point, 85-86, to Acunsa GBC, asked for a time out. It was a tight, vibrant game that would be decided in the last 2.5 seconds to end the game. After so many years of experience as head coach in the ACB league with Bilbao, Alicante, Estudiantes, Valencia, and also as assistant coach of the Spanish Men's national team, he drew a last second play. The success or failure of the play could have been marked by the spacing, the timing, and, of course, by the individual skills of the players involved.
In the frantic 60 seconds of a time-out, before a win or a loss, to be concise, clear and use the proper words is a must. And Vidorreta, in the time out, used his experience and knowledge of the game to draw a winning play.

Claudio César Prieto
Argentine professional coach, who also holds Spanish citizenship, he is a FIBA Licensed coach, has attended many clinics and has been the guest of teams worldwide, including the San Antonio Spurs of the NBA. Prieto was on the staff of the Michael Jordan Brand Classic in Barcelona. He has coached Catalan teams, has the FIBA and top Spanish and Argentine coaching licenses, and is an expert in video analysis.
He is a FIBA Certified coach.
www.thecoachclaudioprieto.com



THE ART OF THE "DANILOVIC CUT"

Nowadays, it's safe to say every coach has a "Horns" set in his playbook. While the big men screen around the top of the key, the wings fill up the corners. And that's exactly where many defenders lose their attention for a split second. The moment the opponent is high on his legs watching the ball, the corner wing cuts explosively in front of the defender towards the basket.
While a backdoor is more common, such a face cut punishes any off-ball defender who relaxes his stance and attention. On all levels, the corner defender in a "Horns" set commonly makes this mistake.
It is so important to have a point guard who can give a perfectly timed pass on the way to the basket.
Because of the spacing in a "Horns" set, it's very hard to have any help on defense to stop this cut. Not able to give any time to a helping defender, the cutter finishes his action with a lay-up off one foot.
This quick corner cut should be a wrinkle in any team's playbook running "Horns" sets. It's a quick play that gives you an easy basket against any opponent that anticipates your classic Horns action.
The cut is named after the legendary Predrag "Sasha" Danilovic. He was one of the best scoring guards in the 90s. This front cut with a finish off one foot was one of his signature moves on the court. During his career, he played for KK Partizan, Virtus Bologna, Miami Heat and the Dallas Mavericks.
In the video, I break down all the details and cues of the action with examples from Valencia Basket, Fenerbahce, SIG Strassbourg and others.



Pascal Meurs (born in 1980) currently works as the head coach of Sparta Bertrange (Luxembourg). Last season he was the head coach of EuroProBasket International Academy for professional players in l'Alqueria del Basket in Valencia. He has experience as a head coach at the highest level in Belgium, The Netherlands and France. Pascal is an expert in basketball analytics and a skilled speaker at coaching clinics. He also runs a coaching website and newsletter: *www.pascalmeurs.com*

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FROM INTENTION TO ACTION

CREATE A NEED TO LEARN

(FIRST PART)

UNDERSTANDING THE TEAM AS A COMPLEX SYSTEM

I would like to make some general considerations in this article from the outset. Although it appears in the Mini Basketball section, many of the concepts are applicable to any stage of the basketball player's training. Obviously, for a correct orientation of the teaching-learning process in the specific stages covered by Mini Basketball, certain specific methodological nuances will be necessary. However, we will take a general tour of some of the essential aspects that generally affect teaching, regardless of the age or level of development of the players, as learning reflects the adaptive capacity of the athlete.

LEARNING AS A REFLECTION OF THE ADAPTIVE CAPACITY OF THE ATHLETE

For decades we have assumed that sports behavior could be explained based on models that divided knowledge about the different systems, mechanisms and biological structures that make up the human being. It was easy to make this mistake if the scientists themselves created different disciplines convinced that each would allow them a better understanding of the functioning of the organism and behavior.

We, as instructors specialized in basketball training, did something similar by differentiating technique from tactics, from physical or psychological preparation. It has taken years to understand that human beings are a complex system, which integrates multiple systems that interact with each other. From the contribution of the so-called sciences of complexity, we are in a position to understand that our body constitutes a system of subsystems (neurological, endocrine, respiratory, circulatory, etc.) that interact as a whole but also, in collective sports, they constitute a hierarchically superior system, the team. The operation of each of them is not independent of the rest.

When a player experiences fear of a possible failure, his heart rate accelerates, sweating increases, respiratory rate rises, stress hormones such as adrenaline and cortisol are secreted. Ultimately, there is a chain response derived from the activation of mechanisms that must cope with the new circumstances. Any minimal variation in the conditions of the practice environment alters the equilibrium state of the general system by partial modifications of some of the subsystems that interact with each other.

When a child achieves a challenge posed by his coach, the repercussions can be of a coordinative (technical) or cognitive nature (individual tactic), but it will also alter his affective state, as a consequence of the emotion experienced by the achievement obtained. Understanding the team as a complex system, the behavior of one of the players will condition that of the rest, who will act accordingly.

THE GENERAL FUNCTIONING OF THE BODY

The general functioning of the organism responds to an essential objective: to guarantee homeostasis, balance. Stress, whether physiological, such as that experienced when we subject the body to an exhausting physical training, or mental, when we face cognitive demands or emotional self-control, breaks that state of balance or normality and causes changes that seek to generate adaptive responses. The different living species on the planet have adapted to very diverse environmental conditions. Those that failed to adapt died out.

Athletes, regardless of their age, mobilize their resources to adapt to the conditions that the coaches propose to them in the various tasks. In this case, it must be considered that the possibility of being able to adapt, and therefore of approaching the proposed objectives, depends on the adjustment between the demands made and the resources of the athlete.

CREATING THE NEED TO LEARN

The limits of adaptation are determined by two thresholds of stimulation. Below the minimum threshold, the athlete is not stimulated enough to elicit an adaptive organic response; above it, the system is saturated and will also be unable to adapt. This determines an optimal stimulation interval for the athlete (Figure 1). Each task or exercise presents two types of difficulty. The first, called nominal difficulty, refers to the level of demand in absolute terms, that is, regardless of their ability to play. The second type, which is what really interests us as coaches, is the functional difficulty of the task. The latter considers the relationship between the demands in absolute terms and the athlete's real capacity to meet those demands.

If the coach of a senior team proposes to do a training exercise to improve strength with a certain

load, not everyone will be able to perform the same number of repetitions because it will depend on the maximum strength that each player has. If it is a question of mobilizing a load of 50 kg., although the absolute load (external load) is the same, the internal or relative load will be different because the initial potential of each athlete will also be different. When we refer to tasks with a cognitive, emotional or coordinative component, the principle is the same. The same task represents different levels of difficulty for each of the players on a team, because the resources available to each one vary depending on the accumulated experience, level of play, and specific sports talent. Figure 1.

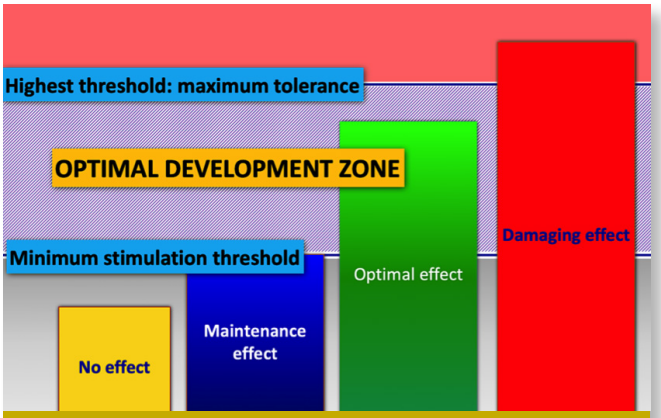


Figure 1. Stimulation thresholds and zone optimal development

STIMULATION THRESHOLDS AND OPTIMAL DEVELOPMENT ZONE

When the demands of the tasks are adjusted to the possibilities of real action of the players, learning or improvement of the athlete arises. When a player fails to improve even though his attitude is adequate, the origin of this maladaptive behavior is a poor design of the demands of the tasks proposed by the coach. There are no clumsy children but incompetent coaches!

But, the pace of learning will be individual. Our obligation is to design the training tasks in such a way that the functional difficulty is between the two thresholds of stimulation that we have mentioned previously. Brain plasticity, understood as the brain's ability to restructure, modify, and therefore evolve, lasts throughout life and guarantees the ability to learn, although the rhythms with which these changes are manifested are not uniform. In fact, there are sensitive periods during which this ability of the brain to change, which reflects the individual's capacity for learning, is greater than at other stages of life. We can learn to speak English at any age, but we will learn it much more effectively if we start in childhood.

Likewise, we can improve our motor skills in any of the training stages, but studies in the field of developmental neuroscience show clear evidence that the period from 6 to 12 years is decisive for the neurological development of the attentional networks that support essential cognitive processes for effective decision making. This highlights the importance of training tasks at these ages to stimulate the ability to distribute attentional resources among different sources of stimuli simultaneously.

The human body is biologically designed to seek balance. This unconsciously leads us to remain, except when required, in the comfort zone. If I am not highly motivated to achieve a goal, or if circumstances do not compel me, my efforts will be minimal. When a child masters certain essential skills for the game, our mission will be to identify those that are not yet part of their motor repertoire to stimulate their learning. If a child has been playing basketball for several years and is only able to master the dribble, pass, or shot with one hand, the culprits are the coaches who did not stimulate him enough to learn how to do it with the other hand.

It is not a question of lack of talent, it is a question of not having created the need for the skill. If a person is forced to move to another country without knowing the language, he will learn it in a relatively short time if he is exposed on a daily basis to situations in which he is forced to communicate with other people who do not know his language. He will learn out of necessity, because he will have no alternative. As coaches we must create contexts that generate in children or young people the need to adapt, to learn.
If we want to guarantee an effective learning process, we must understand the factors that condition it, the mechanisms that guarantee it and the structures that support it. Obviously, this is a task that would take up much more space than we have for this article but, in any case, we are obliged to review the theories that have explained the learning processes.
Before starting this review, I would like to raise a ge-



TIDBITS

He loves doing sports, the cinema, reading and painting

His main hobbies are traveling with the family and surfing with his children

neral reflection: our goal is to get children to learn and therefore it would be vital to understand how they learn before considering how to approach the teaching process.

UNDERSTANDING THE BASICS OF LEARNING

Historically, understanding the basics of learning a reductionist conception, oriented to the analysis of the determining aspects of sports performance separately, has prevailed.

Nowadays, from the perspective of complexity sciences, new theories no longer focus on reducing systems into smaller components, but rather interpreting them in a comprehensive way, focusing on the basic principles of their organization.

COMPLEX DYNAMIC SYSTEMS

Among these theories is that of "complex dynamic systems." According to this theory, the human being is a system because it is configured by numerous structures or components; it is dynamic because its state changes, it alters in time, and therefore it is not stable; and it is complex, because from the interaction of its components a collective behavior emerges that cannot be inferred from that of its components alone. In contrast to linear systems, their performance cannot be explained with linear equations.

TWO TYPES OF DIFFICULTIES, NOMINAL AND FUNCTIONAL

Let's look at an example to help us understand it better. A car is a complicated, but not a complex system and its performance responds to linear dynamics. If we press the accelerator, the speed will increase in proportion to the intensity of the pressure exerted on the pedal. An athlete is a complex system whose behavior cannot be explained by a linear equation. If we double the training time of a player, his performance will not be doubled. There are many factors that condition performance and interact in a non-linear dynamic that make the work of coaches more complex.

MINI BASKETBALL IS A COMPLEX SPORT

Basketball, like Mini Basketball, is a complex sport in which the player's behavior emerges from his interaction with the environment. The Mini Basketball player explores the context of the game and tries to find answers to the problems that arise. This is precisely one of the characteristics of complex systems, the capacity for self-organization to give the best possible response based on the information received from the environment.

Another characteristic is the ability of subsystems

to limit or influence the behavior of other subsystems. From an individual point of view, when a child receives a brusque recrimination from his coach, his confidence deteriorates and in turn conditions his ability to take on the next challenge or take initiatives, which deteriorate his decision making and even the quality of his skills and their execution.
As can be seen, a change can generate other chain modifications with positive or negative consequences. From the collective point of view, the behavior of a player triggers a motor response from the rest of the players (teammates and opponents) and modifies the game context, creating new needs.

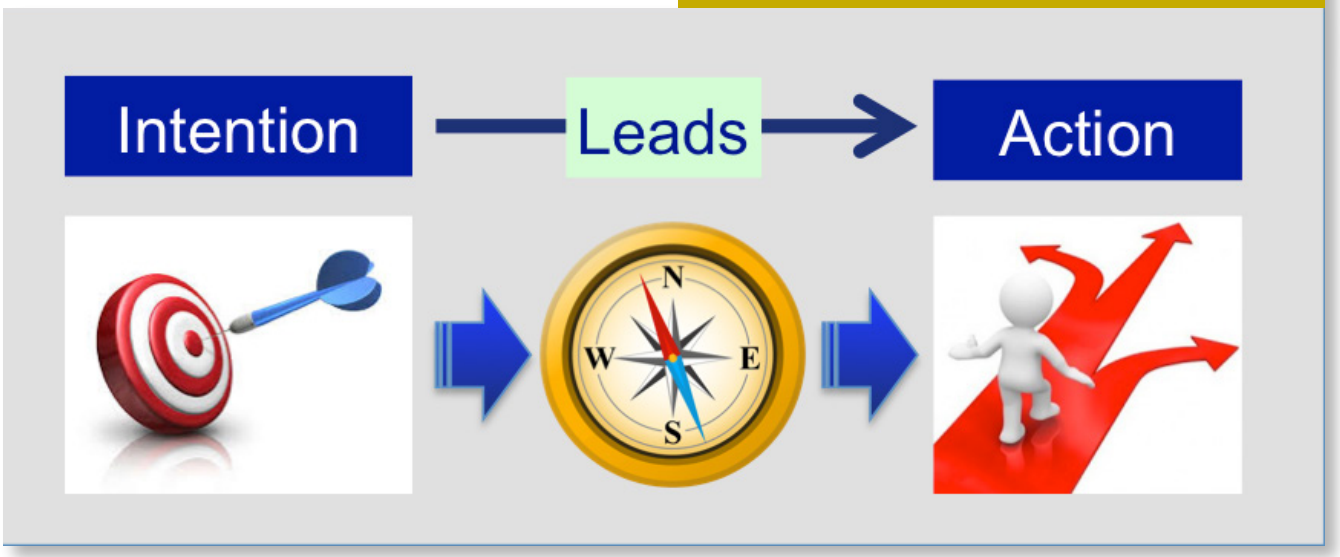
MINI BASKETBALL: A COMPLEX DYNAMIC SYSTEM

On the other hand, in a complex dynamic system like that of Mini Basketball, there is no single possible solution to a specific problem. On the contrary, there are numerous movement possibilities available to the player (degrees of freedom) that allow satisfying the needs of the game that are continually reorganized based on experience and learning. This introduction leads us to question the methodological alternatives that have been in force to date. We have acted with the best of intentions, believing that our main function was to provide behavioral guidelines, to offer particular solutions, and ultimately, a linear pedagogy based on the creation of automatisms.

NEED FOR A NON-LINEAR PEDAGOGY

Non-linear pedagogy applied to sport is defined as the application of the concepts and tools of non-linear dynamics to teaching / training practices. One of its main purposes is to identify what conditions affect dynamic movement systems (athletes), in order to understand the emergent properties of such systems, and thus, plan pedagogical processes accordingly. Non-linear pedagogy requires, in essence, knowledge of the interactions between the determining factors of the tasks, as well as the effects of their manipulation. Figure 2.

Figure 2. The intention (objectives) as axis sporty behavior driver



THE INTENTION (OBJECTIVES) AS THE DRIVING FORCE BEHIND SPORTS BEHAVIOR

There are general objectives for the game in each phase of the game, and others much more concrete or specific depending on the circumstances of each moment. For young players, it will be relatively easy to understand that once possession of the ball is regained, the overall objectives will be to keep it, progress towards the opponent's basket if they are in remote positions, and finally, make a basket.
However, it will be much more difficult for them to understand that, for example, when they achieve a positional advantage in the 1 x 1 game, the next objective should be to preserve that advantage by preventing the opponent's recovery. It is not a question of always running at maximum speed (something quite natural in children), but of crossing the path of the defender, preventing him from regaining his lost position, even of slowing the advance to force him to decelerate, or slow down his movement (as happens when the player with the ball snakes to attack a flat defense while taking advantage of a direct screen).

STRESS BREAKS THE STATE OF BALANCE





TWO EXECUTIONS ARE NOT IDENTICAL

The coach must design learning scenarios where the players can identify these intentions / objectives and explore possibilities of action that allow them to solve the different game situations. When the objectives are clear but the conditions of the practice environment change, so do the alternatives for action that would allow them to be achieved. There are multiple ways to solve the same game problem and we need to stimulate the ability to find those solutions. The works of the eminent scientist Kelso (1984) and later the publication of Haken, Kelso and Bunz (1985) demonstrated the enormous variability that any athlete presents in the execution of even the same technical gesture. No two executions are identical. On the contrary, there are fluctuations in the movement that obviously seek to achieve stability, but that denote the necessary behavioral flexibility to respond to the problems generated in an uncertain context, such as the game of basketball or Mini Basketball.

As people who guide learning, we must be patient to allow these exploratory behaviors, but we can also help identify those objectives that become the key, the compass that guides some in their search for answers. In this case, it will be better to ask the players, inducing them to reflect on the problem in question and helping them to identify the objective to achieve, than to provide them with the necessary information. In any case, behavior is not only guided by intention but by the context's own stimuli, which force the athlete to react to seek flexible, not automatic solutions.

CAREER

1985 - 1987
UNIVERSITY OF GRANADA
SPORT CLUB
COACH, WOMEN'S TEAM

1986 - 2005
DIFFERENT CLUBS
DIV. II-III- EBA
YOUTH COACH AND MEN'S
FIRST TEAM

2007 -2 0014 GRANADA
PROVINCE
COACHES TECHNICAL
ADVISOR

2015 - PRESENT
CLUB LA ZUBIA EBA LEAGUE
COACH AND TECHNICAL
COORDINATOR

1990 - PRESENT
UNIVERSITY OF GRANADA
BASKETBALL TEACHER

GAME DAY LIFTING

LIFTING BEFORE GAMES? ARE YOU CRAZY?

But why do a lot of s & c coaches believe (I am definitely one of them) that a quick lift on game days can enhance the performance of their athletes?

With very long professional seasons we need to find the time to keep working on strength, even when our schedules get extremely busy, playing more than two games a week, traveling from town to town, and often, from country to country.

EuroLeague and NBA teams may play three to four games each week, while Champions League, EuroCup and NCAA teams two to three games each week.

Traveling is tough (especially in Europe) with long commercial flights, long wait times at the airports, and between connections. Just to give you an example, last season my team spent 230 hours between flights, at airports and on busses. That's the equivalent of 10 days!

Sometimes, it is almost impossible for a coach to schedule a weight lifting session on non-game days, so therefore, to maintain strength, power, and size throughout a competitive season, weight training sessions must occasionally occur on game days.

Back in the day, a lot of athletes used to work on strength training just during the off-season, almost quitting it entirely during the competitive phase. Fortunately, those days are long gone!

Today's challenge is to squeeze the right amount of weight lifting into the athlete's busy schedule. A lot of different approaches can be used, from micro-dosing to considering the Residual Training Effect, trying to hit different types of strength training within the same micro-cycle.

Since a professional basketball player's schedule is physically and mentally demanding, and they experience a huge volume of work and stress coming from games, practices, travel, etc., these athletes run the risk of losing strength, power, and/or muscle mass by not training over the lengthy season. Because strength and size have been shown to be beneficial to several important aspects of basketball performance, it becomes critical that the athlete not become weaker and deconditioned, but at least maintain strength, power, and size during the season.

Keeping this in mind, all the s & c coaches should try for the MINIMUM EFFECTIVE DOSE, the minimum amount of stimulus that produces the desired response.

This is exactly one of the reasons why I am a strong advocate of GAME DAY WORKOUTS.

Would you rather squeeze all the load onto a single day (thereby having the opportunity to give your athlete a day off following a game) or spread it over two days, asking your athlete to show up the day after a game, sore, sleepy and occasionally in a bad mood after a loss, to get a workout in?

Easy answer, right?

Now, let's take a look at the benefits of this methodology.

1. **Pre-Warm Up**. One of the best things about using some resistance is that it gets the muscles moving



and firing. Heavier resistance recruits greater motor units and gets them turned on and functioning.

2. **Mobility**. Working through the full range of mo tion gets joints fully moving and warmed up and stretches muscle fibers and tendons. This should always be the case from any strength training workout, but it's especially important and beneficial on game days.
3. **Central Nervous System**. Moving some form of resistance activates the central nervous system and gets the brain and nerves functioning together, preparing them for the high demands of competition later in the day. The neural signals from the brain ignite the muscles to function faster and more efficiently.
4. **Mental Aspect**. Most of the athletes who work out on game day report FEELING GREAT. They feel more energized and pumped up. They actually feel stronger and more confident, knowing they have done something more than their opponent in order to win that game.
5. **T:C Ratio**. A game day workout has shown to attenuate the decline of salivary testosterone concentrations, which because of the link between testosterone levels and athletic performance may be associated with improvements in performance.
6. **No "DOMS" During the Game!** According to the American College of Sports Medicine, DOMS (Delayed Onset Muscle Soreness) symptoms typically occur at least 12 to 24 hours after a workout. The pain tends to peak about one to three days after your workout, and then should ease up after that.
7. **Extra Volume and Intensity**. Game day workouts can provide extra volume and intensity for developing athletes and extra nervous system awakening for more experienced athletes.



TRY FOR THE MINIMUM EFFECTIVE DOSE



TIDBITS

He played baseball for 16 years in the Italian Div. I

He loves hip hop music

He is an avid reader

He runs two podcasts, and one, Sports Vitamins, in English

WORK THROUGH THE FULL RANGE OF MOTION

So how are these benefits best achieved?

There are mainly three types of game-day lifts:

- Morning Lift
- Pre-Game Lift
- Post-Game Lift

1. MORNING LIFT. The goal is to keep the weight training session away from the actual game. This is a real lifting session, very similar to the one we would do on a non-game day. To do this, the lifting must be performed early enough in the day to permit recovery from the training.

2. PRE-GAME LIFT. It becomes part of a player's routine. Loads are very low and the goals are to prime the central nervous system and improve mobility, getting our athletes ready for the upcoming game.

There is also evidence that immediately following (i.e., 5-15 minutes) a heavy load training session, there are enhanced strength, power, and speed performances. This phenomenon is called post-activation potentiation (PAP), where muscular performance is actually briefly improved. I don't believe, however, that this enhancement in performance lasts across an entire game.

Moreover, several studies have highlighted that due to the individual nature of the PAP response, athletes can be classified as either positive responders (performance is enhanced post-conditioning activity) and non-responders (performance is neither enhanced nor impaired) or inconsistent responders (subsequent performances are both enhanced and impaired).

Morning and pre-game lifts may also help some athletes deal with pre-game anxiety, as has been observed for other sports.

3. POST-GAME LIFT. This is occasionally done at the professional-player level, although this may not be possible in most situations, especially when the game is on the road and scheduled late in the evening.

Post-game lifts must be different for high loaders (players who played a lot of minutes) and low loaders. The first group will use this session to recover, often employing some other recovery modalities such as Blood Flow Restriction (BFR).

BFR has been shown to elicit an anabolic effect using loads that are between 20 and 40% of our one repetition maximum. This anabolic effect may enhance the ability of our athletes to recover after a game.

The workout for the second group will be a real one, also often finishing with some conditioning. As mentioned before, this can give us the chance to provide the entire team with the same amount of load and use the day after as a recovery/off day.

So, are game day workouts beneficial for all my athletes?

Of course not!

If your athletes are not accustomed to lifting prior to a game, then lifting is definitely a bad idea.

If your athlete is not familiar with the exercises and the intensities you are prescribing, then lifting is definitely a bad idea.



SIX TO SEVEN EXERCISES IN A CIRCUIT FASHION

If your athlete doesn't want to lift on game days, the lifting is definitely a bad idea.
This is something that we should always keep in mind, especially when asking our athletes to lift before a match.

All game day weight training should avoid lifting to the point of being fully fatigued.
The athlete should be able to leave the weight room refreshed and invigorated, rather than feeling beat up and totally spent.

These are some of the guidelines that I use with my athletes:

- Leave it optional
- No new exercises (keep it simple)
- Short sessions (15-20 minutes)
- Six to seven exercises in a circuit fashion (alternating upper body, low body, core)
- Five to six reps, 2-3 sets
- Focus on execution and velocity
- Fifteen to twenty minutes of work, 2-3 times a week will add up and, pay off in the long run

CAREER

2009 - 2015
STELLA AZZURRA ACADEMY, ITALY
S & C COACH

2015 - 2016
BASKET VERONA, ITALY
S & C COACH

2016 - 2018
MONCALIERI, ITALY
S & C COACH

2018 - PRESENT
S & C COACH
HAPOEL JERUSALEM, ISRAEL

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roberto_iezzi34

THE NBA REPLAY CENTER

FOR ENHANCING THE NBA REFEREEING TO THE TOP LEVEL

INTERVIEW BY GIORGIO GANDOLFI

16 TRIGGERS CAN BE REVIEWED



The NBA Replay Center facility, based in Secaucus, New Jersey, was launched in 2014. Joe Borgia, who was involved for 32 years in the NBA, first as referee, than on the referees' department, was instrumental in the creation, design and implementation of the Center. He retired last year, and Jason Phillips, after 19 seasons as NBA referee, succeed to Borgia and became the Center's Operational Principal. All the NBA arenas are connected with the Center, and the referees can consult with the Center based on 16 established triggers. The rules that can be evaluated go. for making some examples, from the made basket at the end of the period, to clock malfunction, to the 2 - or 3-point goal, and others, while the last one trigger, added as a trial last year, has been the "coach's challenge", where the teams are permitted to challenge specific game's events..



In your 19 years as an NBA referee what was the routine like for reviewing replays after the game? At that time, wasn't there an instant replay on the court, and direct contact with NBA headquarters?
Yes, when I first began refereeing professionally, we reviewed games with a VCR, then DVD player, then eventually a computer with an external hard drive. At the time, I started in the NBA we had no instant replay. We would open the Replay Center in 2014.

Who was instrumental in the creation of the Replay Center and how has it progressed and improved since its debut in 2014?
There are a number of people responsible for the creation of the Replay Center, but Joe Borgia was the first person in my position and he was instrumental in the design of the Replay Center and implementation of a lot of the processes we have now.

How many people work at the Center and what are their tasks?
On a typical 10-game night in the NBA we have approximately 20-25 people in the Replay Center. That 25 would include Replay Operators, Senior Replay Managers, Replay Analyst, Content Supervisor, Engineers, Referees and Executives.

Does the Replay Center also provide videos to broadcasters and the media?
We have a separate department that is responsible for providing video to our broadcast partners, but we do provide content of all replays on official.nba.com.

The replay videos are available to the public at your site. In the rest of the world, however, there is a good deal of resistance to showing a referee making a wrong decision, and it's kept within the referees' department. Why this decision to be so open in the NBA?
The NBA has gone to great lengths



to be transparent throughout our league and especially with our game. The game is played by human beings, who, sometime, make mistakes and is refereed by human beings that sometime make mistakes. If we have tools at our disposal that can help reduce those mistakes why wouldn't you use those tools? When you look at the overall body of work of referees in the NBA it is excellent night-in and night-out. Referees want to do anything they can to get plays correct.

Aside from the usual staff, some current NBA referees rotate assignments and are present at the Replay Center to review and support the final decisions of your Replay crew. How does that work and are their decisions the final ones, or who has the final say on a controversial whistle?

All decisions are made by NBA officials. The Replay Center staff is here to support the efforts of the NBA referees.

When the referees review the replay videos is it because you sent the videos to them, or did they request them?

We have 16 replay triggers. Whenever officials signal for replay, we provide the video so they may make their decision.

From real action to replay, how much average time passes from editing the video clip to sending it to the referees?

There is no editing. Raw video is shown to referees for them to make their decisions.

Recently, the NBA added Courtside Administrators to the scorer's table to assist the Replay Center. Who are they, what are their required skills, and which are their tasks?

The Courtside Administrator works for the league and is responsible for relaying information from the Replay Center to the Scorer's Table.

From how many cameras and from which angles on the court is the referee's decision able to be reviewed? Are they all TV cameras, or are there some extras set up by the NBA?

For most regular season games, we have access to nine different camera angles. Once in the playoffs, the number of angles can be up to 20 different angles.

Having several cameras on the court with different angles and multiple games being played each day around the league, how many screens are there at the Replay Center to follow the play on the court, and how many screens does each staff worker monitor?

Every night, each Senior Replay Manager will have a 65" TV screen which they switch between the two games they are monitoring, and each Replay Operator will have a dedicated 65" monitor which remains on their game until it is completed.

The latest addition to the Replay Center has been the Coach's Challenge? Could you explain what this is and how it works, who created it and who oversees it?

There are three events that can be challenged during a game: A personal foul called against your team, an out-of-bounds where your team does not get the ball, and a goaltending or basket interference called against your team.

ON THE REGULAR SEASON 9 CAMERA ANGLES

To initiate a challenge the head coach of the challenging team must call a timeout and inform the referees that he wants to challenge the previous play or within 30 seconds of the beginning of a mandatory timeout or an opponent's timeout the head coach must inform the referees that he wants to challenge the previous play. The NBA's Competition Committee in co-ordination with team and league personnel originally proposed the Coach's Challenge as a one-year experimental rule. It was recently voted by the Board of Governors to take the Coach's Challenge from an experimental rule last season to fully adopted this season. The NBA Competition Committee oversees and makes recommendations concerning the maintaining and updating of all playing rules including the Coach's Challenge.

Which are the most difficult plays to evaluate considering there are so many cameras involved?

Out-of-bounds plays tend to be the most difficult because although you have many angles, depth perception is difficult with video. When there are several players involved, many times we must use multiple angles to arrive at our final answer.

Is there any special signal that a referee displays during a game to indicate to the Replay Center that a particular play needs to be reviewed?

In most instances, the referees will twirl their finger to signal the play needs to be reviewed. However, the Replay Center reviews all made three-point shots as well as successful baskets that could be possible shot clock violations.

About how many total season replay calls are





TIDBITS

He has a bachelor's degree in business administration at Tarleton University

He refereed in eight NBA Finals

He was assigned to referee more than 1,100 NBA games

20-25 PEOPLE WORK ON THE GAME NIGHT

there, approximately how many are incorrect, and which are the most commonly called for review?

For the 2019-2020 season, the Replay Center reviewed just under 12,000 plays which includes almost 8,000 made three-point baskets. Out of the approximate 12,000 reviews, just over 2% are overturned. The most common reviews, outside of made threes, are flagrant fouls followed by shot clock violations and out-of-bounds plays.

What are the next steps on improving the Replay Center?

We are currently working on potential upgrades to the Replay Center, which include an educational application for referees across all our leagues and improved video capabilities that will provide clearer images and additional angles.

No basketball league in the world has the amount of resources needed to invest in such a great, state-of-the art replay center as the NBA's. Are there any suggestions that you might make to the various leagues to improve the instant replay and, perhaps, create a smaller, yet highly efficient replay center of their own?

I would advise any league looking to create their own replay center to start by consulting with their officiating department. Instant replay is normally used as an additional tool for officials. If the officials' input can be utilized to better determine what technology or camera angles might best assist them, that it a resource well used.

CAREER

2000 - 2001
FIRST NBA SEASON

2018 - 2019
LAST NBA SEASON

2019 - PRESENT
NBA REPLAY CENTER
OPERATIONAL PRINCIPAL

TRIGGERS

1. Made Basket-End of Period
2. Foul-End of Period
3. Flagrant Foul
4. On-Court Altercation
5. Clock Malfunction
6. Two-Point/Three-Point Field Goal
7. Shot Clock Violation
8. Out-of-Bounds Plays Violation
9. Clear-Path-To-the Basket-Foul
10. Correct Free Throw Shooter
11. 24-Second Shot Clock Reset
12. Restricted Area
13. 13. Goaltending/Basket Interference
14. Off-Ball Fouls
15. Numbers of Players on the Court
16. Coach's Challenge

https://official.nba.com/replay/



PULEVA

SUPPORTING BASKETBALL SINCE 2008

valencia basket club
des de 1986

RULES QUIZ

1) A1, throwing-in, hands the ball to A2 on the playing court.
- VIOLATION
- LEGALPLAY

2) With 57 seconds on the game clock in the fourth quarter, A1 attempts two free throws.
During his second free throw, A1 steps on the free-throw line and a violation is called. Team B is granted a time-out.
After the time-out, if the team B head coach decides on a throw-in from the throw-in line in his frontcourt, how many seconds will team B have on the shot clock?
- Team B shall have 14 seconds on the shot clock.
- Team B shall have 24 seconds on the shot clock.

3) With 1:24 on the game clock in the fourth quarter, A1 dribbles in his frontcourt when B1 taps the ball to the team A backcourt where A3 begins to dribble again. B2 now taps the ball out-of-bounds in the team A backcourt with 6 seconds on the shot clock. Team A is granted a time-out. After the time-out, if the team A head coach decides on a throw-in from his backcourt, team A shall have:
- 14 seconds on the shot clock
- 17 seconds on the shot clock
- 6 seconds on the shot clock

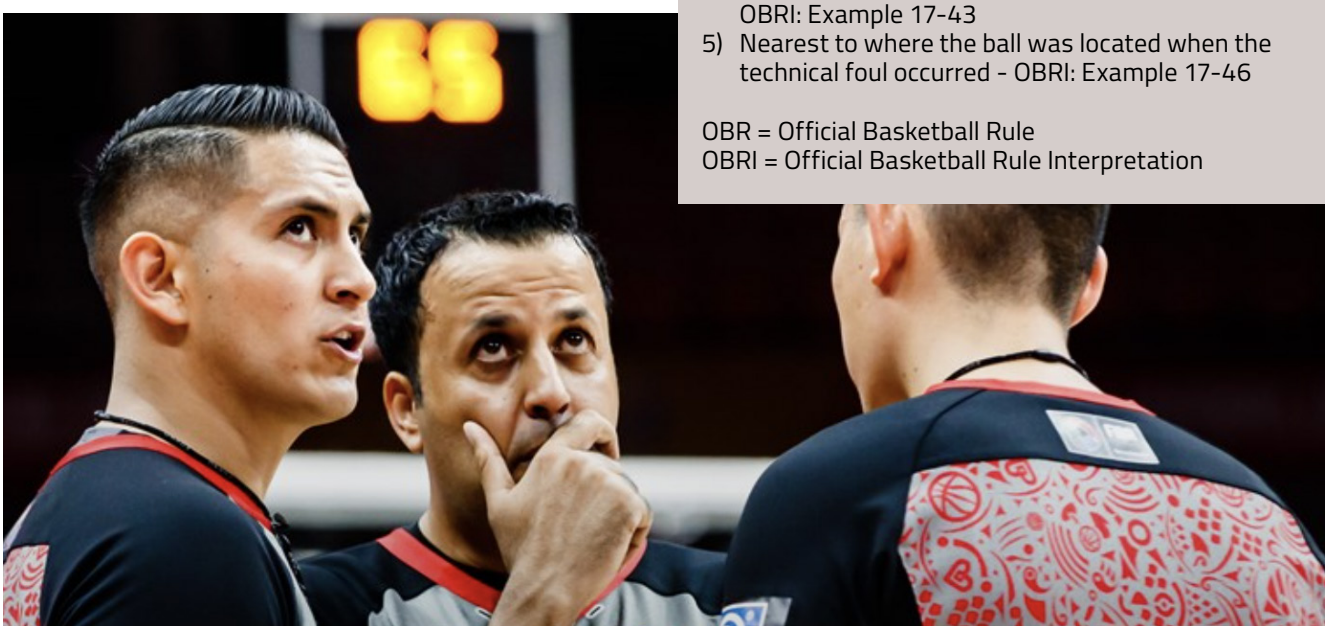
4) In the third quarter, team A is awarded a throw-in from its frontcourt. A1, throwing-in, is holding the ball when B1 moves his hand (s) over the boundary line, with 7 seconds on the shot clock. This is a throw-in violation by B1. Team A throw-in shall be repeated. Team A shall have:
- 7 seconds on the shot clock
- 14 seconds on the shot clock
- 24 seconds on the shot clock

5) A2 dribbles in his backcourt when B5 is charged with a technical foul. Any team A player shall attempt 1 free throw with no line-up. The game shall be resumed with a team A throw-in from the place:
- Nearest to where the ball was located when the technical foul occurred.
- Nearest to where B5 was located.

ANSWERS

1) Violation. OBRI: Example 17-7.
"*The ball must leave A1's hands on the throw-in. Team B shall be awarded a throw-in from the place of the original throw-in.*"
2) Team B shall have 14 seconds on the shot clock - OBRI: Example 17-14
3) Team A shall have 6 seconds on the shot clock - OBRI: Example 17-16
4) Team A shall have 14 seconds on the shot clock - OBRI: Example 17-43
5) Nearest to where the ball was located when the technical foul occurred - OBRI: Example 17-46

OBR = Official Basketball Rule
OBRI = Official Basketball Rule Interpretation



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NEW COLLECTION L'ALQUERIA DEL BASKET

WORKING FOR LDLC ASVEL

DAVID ONE DAY, GOLIATH THE NEXT

When in May 2019 I received a call from Tony Parker to join his club as his special advisor it was a life changer. Ending a 20 year career as an agent to join LDLC ASVEL as the President's advisor/General Manager in charge of Sport Direction and EuroLeague, it's been a challenging, albeit passionate, commitment every day since. So, too, has it been for the club to adapt to our new reality of being "Goliath" in French Jeep Elite, and "David" in EuroLeague.

WHAT EUROLEAGUE MEANS FOR A FRENCH CLUB

In the previous EuroLeague model, France brought new teams almost every season, when most championships would manage to define a hierarchy. In the past, most of the French EuroLeague clubs have not only struggled at that competition level, but also paid a high price in the local league, since their best players were leaving for more lucrative markets. This came to an end when the French League decided to play in the FIBA Basketball Champions League (BCL) and not in EuroLeague. Those few years without any French team in EuroLeague aggravated the competitive disadvantage of French clubs, due to the lack of elite European basketball overall feel on and off the court. Consequently, it was an immense challenge for LDLC ASVEL to join this new EuroLeague without previous recent experience, or any landmarks on what to expect precisely.

Playing in the EuroLeague has generated a financial step up in our budget, with the pro team roster's net budget limited to 2,6 million euros, much less than that of the budgets of several EuroLeague clubs, but double that of a French Jeep Elite team. The average budget for a Jeep Elite team is around 1,3 million euros. This does not mean that we should outrageously dominate the League. The talent pool is deep enough in France to be spread out between a few teams, and the financial stability and safety of French clubs, along with the good exposure on the European scene, attracts some quality imports every season. This athletic flair is also a major factor for the unease of playing in both those competitions at the same time, since EuroLeague is known to be a physical, but also tactical finesse league with a great feel for the "European game" style, while the French League plays an undersized fast-paced style of basketball, closer to the NBA standards, size apart.

LDLC ASVEL: A MODEL TO INVENT

Since we received a two years' wild-card to compete in EuroLeague, before hopefully getting a permanent license next season, we had to use those two seasons wisely. We did a fairly good job at setting up the basics of a model for the years to come. So we will



PLAYING IN EUROLEAGUE IS A STEP UP ON THE BUDGET

need to try to focus on the players with the skills and most importantly, the spirit, to show that they belong at this level of competition or above. Spirit will always be key, since we are going to be permanent underdogs in EuroLeague, and a powerhouse in France. Unless players are able to approach this unique paradigm with the right amount of awareness, and willingness to put their egos aside at times, it will most likely not be a good fit for our model.

French league also wants to offer space for local talent to develop. Our President, Tony Parker, and our Director of Basketball Operations, Nicolas Batum (currently playing for the NBA Los Angeles Clippers), are "products" of French league and proud players of the French National team. We are, therefore, obviously carrying their philosophy of being willing to develop local talents, and provide space for players willing to expose or challenge themselves at the best international level. With a maximum of six import players in French League, and a roster of 14 pro players, that means a total of eight spots for national players on our roster.

Tony and Nicolas have invested in opening the Tony Parker Adéquat Academy in Lyon. This state-of-the art facility offers an on-site school, lodging, and basketball facility, along with a devoted coaching staff, for 20 boys and 20 girls aged 15-20 years with a focus on providing education along with basketball training. One very recent example is a player drafted this season by an NBA team, Théo Maledon, a rising young point guard, who





plays with the Oklahoma City Thunder. The roadmap is clear for the future prospects who want to use the LDLC ASVEL platform to become top players. For example, our new prospects are the guards Kymany Houinsou, Daryl Douala, and Zacharie Risacher, and the center Killian Malwaya.

SOME FACTORS NEEDED TO SHAPE A ROSTER WITH OUR REALITY

The deep analysis of the context of a club is a must before building a team. You have to know your board and investors' objectives, the club's followers' expectations, and the identity that has carried the club historically. Besides, you also have to analyze yours and your competitors' market, the economic trends, the dynamics of competitors, and of the leagues, and so on. That's an ongoing job that requires observation and exchanges with as many stakeholders as possible at all times. My longtime friend and mentor Maurizio Gherardini, GM of the Fenerbache Istanbul, would call it "the basketball brain," since his opinion has always been that a GM must have a wide view of the global picture.

Still, all the knowledge in the world does not mean you are a master at decision making, since some decisions are the result of outside factors beyond your control. Often, and at every level, the key to success lies on a point of balance between all the individual



TIDBITS

He likes travel and movies, as well as reading on politics and geopolitical topics

He loves anything with warm water: pools or Jacuzzis, that help to reflect and generate ideas

TONY PARKER IS ON THE GROUND RUNNING EVERY DAY

expectations of the team and the staff member, which are also impacted by those outside factors impossible to control. Professional sports are an inexact science because of the unpredictability of a human being when it comes to dealing with frustrations or feelings that arise from lack of achievement. Only the previous definition of your club's objectives, your staff's and team's objectives, and the certainty that they all align into the best possible picture of what the ride together will look like, can ensure a fairly stable project. The erratic behavior or out-of-touch expectations of any of your club's members can have a derailing effect on the global project.

You might very well think that this definition is there to guarantee that a GM can't be held accountable for an unsuccessful operation, but on the contrary, it is the precise definition of what a GM should be accountable for. He has to reach this point of balance between everyone's expectations as often as possible, and have a strong enough character to reject some obvious decisions that look appealing at first, but show signs of too much collateral damage if the obvious decision is not a success in the end.

I've always been a strong believer that there is one specific player or team member who fits the needs of your organization, and that very few organizations, if any, are in a position to first find, and then sign this specific player or team member. Life is often about compromise, and it's especially the case when it comes to building a team, with the sole exception of never being in a position to have to compromise around a too disturbing character flaw, especially in someone in managing or leadership positions. This current health and economic crisis we are experiencing is going to be a stress test for the sports business itself, and it's an opportunity to remind us that any organization should prioritize character and spirit above all else.

Coming back to the trends to shape your recruiting, the era of a dominating "authority" figure is probably behind us, since generations Y, and now Z, are responding to different stimuli and their rewarding needs are very different. The same goes for the definition of self-achievement, and of success. That's a reality you need to have in mind when recruiting your management and staff. They don't need to forget all their management tools, but they need to adapt to the feedback they might be getting, or not. We often read that the NBA has become a player's league, as is soccer when it comes to mega stars, but generally it's just that newer generations have less patience and a need for immediate reward. This seems to flow naturally from how new technologies have re-shaped our world and attitudes, and a Club's management needs to adapt to this new reality. They must acknowledge those shorter cycles and less overall attachment to collective achievements,

and so should the Leagues, rather than thinking of bylaws and regulations with the former realities in mind. That could be dangerous.

The basketball trends are also moving along with the dominating figures or success stories of the NBA, and they are moving much faster than ever before. In the past, it would take one full generation of players to instigate a basketball tactical or positioning trend change. Nowadays, it's not unusual that in a three to five year span, the trend can go from a fast paced undersized shooters game to a more classical scheme with true positions and a return to the notion that size matters. European basketball will inevitably always follow those trends, because it is most players' ultimate goal to play in the NBA, and it's a source of financing and of attraction for European clubs to bring players to the NBA. The financial gap is a managerial challenge for European teams, since some players, who did not really make it in the US, are coming to Europe with high individual expectations and a whole different financial reality. And it's easy to understand that motivation wise, it's probably difficult for anyone to work the same job for 50 to 80% less salary than before.

RATIONALIZE THE IRRATIONAL

Socrates wrote: "I know only one thing, it's that I know nothing." It sums up just about the right amount of humility you need to carry around when you are managing a sports organization. You obviously need a strong character and some sort of ego to be able to survive in this business. But, you mostly need to put those at the service of your organization's aims. Many successful NBA executives are the perfect examples of the composure required to work in this environment. To name just a few, RC Buford, Sam Presti, and Danny Ainge are long-time guardians of the temple of their franchises. In Europe we do have some extremely gifted individuals as well in the likes of Paulius Motiejunas of Zalgiris Kaunas, Andrei Vatutin of CSKA Moscow, as I previously mentioned, Maurizio Gherardini, and Chechu Mulero of Valencia.

In a smaller scale organization like ours, we need to keep the sources of potential derailment as far away as possible. Since we will never be in a position to fulfill someone's ultimate financial expectations, we are required to have a permanent commitment to define and then fulfill other expectations, and to try to keep

FRENCH LEAGUE HAS SPACE FOR LOCAL TALENTS





spirits elevated throughout the ups and downs of a season. We need to remain competitive, because our players' development objective has to be shaped by a winning spirit.
It's difficult nowadays to praise patience but it's necessary. You need to have a strong enough organization to instigate the message that it should be an end for its members, and not only a means. Your players and staff should be able to define a collective objective while working with you, and visualize their own development, and progression through this definition. The satisfaction of the "job done" or "mission accomplished" will help them move up the ladder of their ambitions with fewer risks to missing a bar and falling.
In conclusion, I would say that we have one characteristic that not many other organizations have: it is just how invested our President is. Despite his numerous activities, Tony is on the ground every day, talking to sponsors, or to the family of a junior prospect for his women's team. His commitment and drive are a unique motivation for anyone working with him. Make no mistake, it's very demanding to work for an icon, who has achieved a whole lot, but it's also very rewarding, especially when the spirit behind this commitment is to try to do the right thing, not only for oneself, but for all the people involved.

CAREER

2000 - 2003
INTERPERFORMANCES
AGENT

2004 - 2013
FIRST STEP COMPANY
OWNER

2013 -2019
YOU FIRST SPORTS
AGENT

2019 - PRESENT
LDLC ASVEL
LYON-VILLEURBANNE,
FRANCE
PRESIDENT'S ADVISOR
GENERAL MANAGER

ldlcasvel.com

TEIKA, GROWING THROUGH SPONSORSHIP

INTERVIEW WITH PURI NAYA, TEIKA DIRECTOR OF COMMUNICATIONS

BY MERCHE AÑÓN* AND MAYTE CANILLAS*

The growth of the Valencia Basketball women's project has been accompanied by several sponsors from the Taronja (in Spanish "orange", the distinctive color of the city of Valencia, editor's note) family, which has supported the organization in its efforts to establish itself as an elite team. One of those sponsors, there from the beginning, is Teika, the vending company. Teika's business model is characterized by offering fresh, natural and fun products to lead a balanced life, and Puri Naya, Teika Director of Communications, tells us about its experience in sports sponsorship with Valencia Basketball women's team, a Taronja entity.

How did you start with sports sponsorship?

We realized that by supporting our women's basketball team in the city of Gandia, (not far from Valencia, editor's note), where we have our headquarters, we could also increase the number of women in other sports. From there, being near Valencia, we looked at the clubs that could offer greater visibility to women in all sports, one of our main objectives. We really liked the idea of accompanying the Valencia women's team from its first steps, promoting the team, giving it visibility so that later on it would reflect and promote the visibility of the brand. We truly appreciated the Valencia Basketball Club, their model of equality, and how they promoted their women's team. We started our connection with the club when they played in the Women's Second Division, and we lived with them through all the phases of their improvement until reaching the Women's First Division, and we examined the overall project that was behind that process.



Supporting women's sports is a very important sign of identity for Teika. What makes this sponsorship different from other types of advertising?

One of the pillars of Teika is gender equality, and it all started as part of Teika's ethos of Corporate Social Responsibility. But in just three years it has evolved so much more, to the extent that it has exceeded our usual sponsorship expectations and we are able to encourage other companies to consider the many things that they can do with Valencia BC. There are very good opportunities there for their brands.

What does sponsorship give Teika?

With the passage of time, we are better known, and it has contributed a lot to the brand. We share brand values with the Valencia women's team and therefore their image, their strength, their talent, the struggle they carry out ... everything they do and achieve reflects the brand name. We like that the image of the brand runs parallel to the image of the club that is doing so many good things, and this brings immense value.

Does this trickle down to the final consumer?

What sport gives us in brand awareness is trust, because it is a brand that is related to that of the club that is doing many things well. This inevitably reverts to the final consumer.

Teika has been with the Valencia Basket women's team since it made the leap to professional level; is there something that you remember with special affection?

The ascent phases. Another high point was when we made T-shirts with a very cool design with the players' photos and with the campaign "Play Ellas, Ganamos Todos," which means "They Play, We All Win." Naturally, there were several "heart attack inducing" episodes during the season, but, in the end, great joy. I remember it very well.



https://teika.es/ TEIKA AND VALENCIA BC

In a sports sponsorship relationship, the sponsors are practically part of the club. How do you imagine it will be for Teika the day our girls get a Division I title?

I remember the first time I entered the Fonteta Arena and thinking: "My goodness, it is really huge, what am I going to do here?" But, I immediately felt at home. We feel like that because we know the players, we live in contact with the club that keeps us informed of everything that is happening. At the end of the day, you have Valencia Basketball glued to the brand's skin and to your own skin. When they reach that target, win that title, I don't know what we'll do!

How have you approached sports sponsorship during the current health crisis?

Visibility on the court doesn't exist without an audience, so now visibility has to be provided by media, the media that covers it live, the social networks. We are fully supporting these channels, the traditional media and digital, so that what transpires in a place without an audience (although in this season Valencia Basketball has actually had a few periods with some audience present) reaches the general public.

A dream to fulfill with Valencia Basket?

Any title, and that they reach their goals. The day they get what they set out to do, or they fight for it with the same determination that they have shown to date, well then, we'll all be greatly satisfied.

** Merche Añón, Business Director & Sponsorship*
** Mayte Canillas, Marketing Department - Valencia BC*



THE EUROLEAGUE BASKETBALL ADIDAS NEXT GENERATION TOURNAMENT A NEW SUCCESS AT L'ALQUERIA DEL BASKET

Once again basketball did not stop in the face of adversity, and it was activated again by the hand of the best junior tournament on the continent. The best U18 players in Europe gathered at the home of European basketball training in a competition in which the local team, Valencia Basket, finished in seventh place.

The men's junior team completed a great match to close the Euroleague Basketball Adidas Next Generation Tournament with their first victory and finish in seventh place in the tournament, ahead of a combative Nanterre 92, that never gave up on the match and fought to the end. Much credit goes to Coach Xavi Albert, who was minus Diego Rivas and Daniel Nuñez due to injuries.

The championship final served to elevate FC Barcelona, which little by little was marking the differences against a Joventut de Badalona that ended up sinking in the third quarter. Allen was very alone in the green-black attack, and Caicedo and Villar took advantage of it to lead their team in a victory that was never in danger (79-55).

Jeremy Sochan from ratiopharm Ulm, Killian Malwaya from LDLC ASVEL Villeurbanne, Miguel Allen from Joventut Badalona, Marc-Antoine Loemba from Nanterre 92 and Michael Caicedo from FC Barcelona formed the ideal five of the tournament, the latter being designated MVP of the competition after also being the highlight of the final. Ratiopharm Ulm, Unicaja, Herbalife Gran Canaria, LDLC ASVEL Villeurbanne, Valencia Basket and Nanterre 92 completed the classification of the eight participating teams.



https://youtu.be/jQK7cflVjBU

COMPREHENSIVE DEVELOPMENT AND EDUCATION IN VALUES: THE BASIS OF TRAINING AT L'ALQUERIA DEL BASKET



The Personal Development Area continues to make strides and is increasingly fundamental in training at L'Alqueria del Basket. The variety of training activities throughout the season within the "Values Project" demonstrates this commitment on the part of Valencia Basket.

L'Alqueria del Basket is synonymous with comprehensive training and, therefore, the Personal Development Area led by Paco Pardo takes center stage. The objective: that players and coaches know that they have this tool at their disposal for any subject related to psychological variables of motivation, activation, attention or trust and aspects of social relationship, if they need it.

VALENCIA BASKET CHRISTMAS CAMP, ONE MORE EXAMPLE OF SAFE SPORT



https://youtu.be/C_Xa7j21MzY

The XII edition of the Valencia Basket Christmas Camp, which took place at the IALE de L'Eliana School, was developed with maximum safety guarantees so that the little ones could continue to enjoy their favorite sport on these special dates.

The action, which took place from December 26th to 30th for boys and girls between the ages of 6 and 17, was a total success in terms of registration - the 60 available places were filled –and that is a reflection of the trust that exists in the Club's security protocols. These clearly delineated protocols have already allowed us to host some of the main national and international top-level events in our sport with guarantees of personal health and safety.

The Camp has specific training sessions, 3-point, free throw, 3x3 and night league contests, as well as a visit to L'Alqueria del Basket in which the protagonists can train with a professional shooting machine.

Valencia Basket has made all the necessary hygienic measures available to the players, in accordance with the current recommendations of the health authorities. The Club has already demonstrated in previous Camps and Summer Schools its reliability in terms of guaranteeing the health of young people and coaches, as all events were held without incident in as close as possible to a totally normal way.

The Club wants to thank all the participants and their families for their trust in their protocols and sanitary measures, as well as the commitment to continue being active in our sport now, more than ever.

L'ALQUERIA DEL BASKET, LUXURY KITCHEN FOR MASTERCHEF JUNIOR 8



L'Alqueria del Basket transformed its facilities, the cradle of European basketball training, into a very particular kitchen in which the little chefs of MasterChef Junior 8 tried to show their talent. The headquarters of the training teams of Valencia Basket, transferred its Culture of Effort to the promises of the kitchen, which gave the maximum in a luxurious environment in the program broadcast on December 29th on La 1 de TVE (photo RTVE).

L'Alqueria del Basket shows us once again, by hosting the team event of the renowned program, its ability to adapt to any type of event. The Club's Culture of Effort goes far beyond the playing fields, and this time it will have its greatest proponents in future chefs.

LAST SEASON AT A GLANCE

L'Alqueria del Basket is a driving force for basketball. It provides the largest facilities in Europe, at the service of its users. Tournaments, events, training sessions and much more, are held in what is already considered the home of European youth basketball. It stands as a reference for NBA teams and institutions around the world. L'Alqueria is also the headquarters of Valencia Basket youth teams, with more than 550 boys and girls working on their basketball skills and the values of the "Culture of Endeavour", both on and off the court. This is the video of the third year!

https://youtu.be/Pds9JXSfMQg





COURT RENTALS / GUIDED TOURS / COMPANIES

Eight of the facility's courts are open to all audiences. The L'Alqueria del Basket website has a rental service so that any team, group, school or organization can make arrangements to use them. You can also visit the facility to learn all its secrets in detail or hold an event with your company in a single space. Be in touch!

CAMPS AND SCHOOLS

Some of the most popular and recurring activities at the facility are the basketball camps, especially during vacation periods. Children and young people have the opportunity to use their free time to improve their skills individually and collectively in a relaxed environment with their peers. The Valencia Basket Camps are for summer, Easter and Christmas; the Women's Technification School, the Shooting Academy or the Skills Camp are some of the already consolidated camps. The little ones also have their space in the Schools of L'Alqueria del Basket. Choose yours!









INTERNATIONAL SERVICES

Valencia Basket puts its experience and its working model at the disposition of other clubs.
Services include:

- Training of coaches
- International camps
- Advice, consulting and training management
- L'Alqueria Academy, one year academic-sports program in Valencia
- Tryouts with the best international universities
- The best international tournaments
- Valencia Basket Training stages

Always with the possibility of adapting the service to your needs, ask for more information at internacional@alqueriadelbasket.com





CONCENTRATIONS, PRESEASON AND INDIVIDUAL WORK

National and regional teams or sports clubs can choose L'Alqueria del Basket as the venue for their concentrations prior to tournaments and official championships. The best service is also offered to all those players who want to prepare for the start of the season or recover for the return to the courts. Get informed!





CONTINUOUS TRAINING

The philosophy of continuous training at L'Alqueria del Basket is not only for the players, but also for the coaches. The facility hosts activities from open training days to professional courses such as Pro Coach, which has brought in world-class coaches to pass on their knowledge and experience. Now in addition, activity goes beyond the court for those seeking training in all areas of sport with the introduction of transversal days. These include a cross section of disciplines conducted under the aegis of the Club's Co-Innovation Department, L'Alqueria LAB, and the first National Basketball Chair at the University of Valencia.

PIVOT: THE POWER OF FRAGILITY

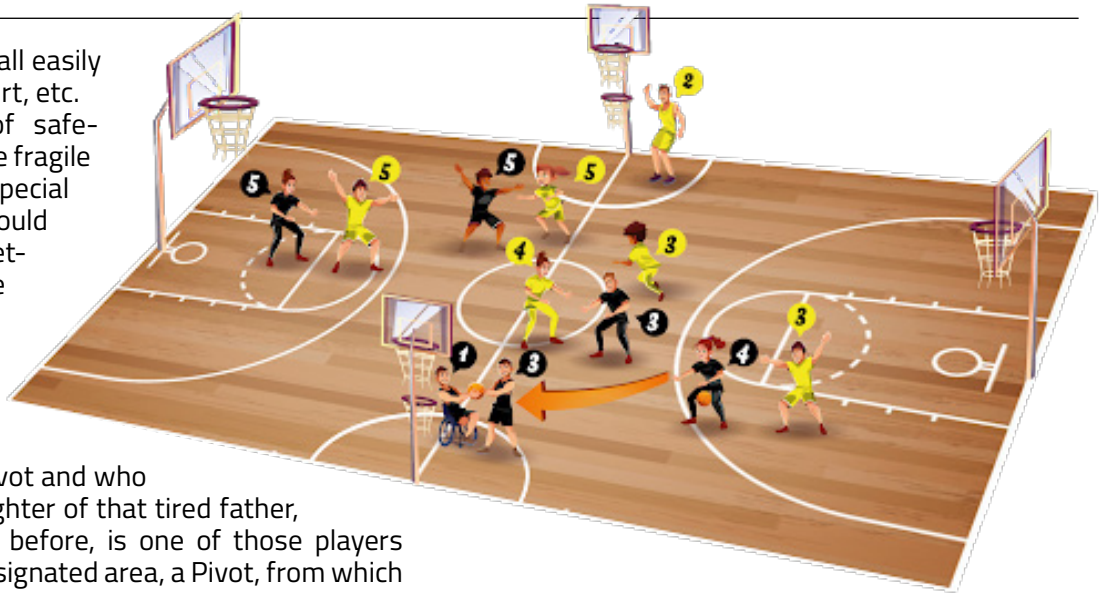
IN THE BEGINNING IT WAS THE PIVOT

In Baskin, the Pivot is the player, who stands inside the lateral areas placed at the half court and he can shoot on one of the two baskets placed inside these areas.
He is a player with a disability, who, by regulation, is not able to run, or if he does, it cannot be used within the game context. He wears a number that starts with 1 or 2 depending on his physical functionality.
It is correct to specify that Baskin is a "sport for all", and those who simply define it as a "sport for the disabled" belittle it and do not grasp its real potential. However, it is not wrong to say that Baskin has born from disability, and more precisely, from a Pivot.

Baskin was born from a father who was tired of seeing his daughter spend hours of physical education on the sidelines watching her mates have fun with games that she was never able to play, and from a physical education teacher tired of only being able to offer games that excluded some of his students.
From the meeting of these two people, came the desire to find a game that allows these usually excluded children the ability to express themselves alongside their classmates and on a par with them.
The first thought was to find a way to make all the players coexist in the same field, trying however, to protect the safety of the most fragile as well as of all the others. Just envision, for example, the risk during the heat of the game of colliding with a wheelchair, stationary in the middle of the field, or the risk of accidentally barreling into someone who has very little



stability and could fall easily and get seriously hurt, etc. Hence, the idea of safeguarding these more fragile players by creating special areas where they would not run the risk of getting hurt. And here comes the first great distinction in Baskin's roles: Who is inside that area and who is outside, who is a Pivot and who is not. And the daughter of that tired father, whom I mentioned before, is one of those players who is inside the designated area, a Pivot, from which it all began.



TYPES OF PIVOTS AND GAME FEATURES

The macro-subdivision in the Pivots is between roles 1 and 2, but in reality there are different types of roles 1 and 2; to be exact, there are five Pivot roles. The classification of roles, the evaluation criteria, the individual rules applicable role by role, the exceptions, etc. are topics too broad to be treated in a few lines and would also create enormous confusion for Baskin newbies given the huge amount of information to take in. So, we will simplify things from the start by using some keywords that will help us to understand the basics of the world of Pivots, and through the common and divergent points of roles 1 and 2 we will come to define the most significant and characteristic traits of each Pivot role.



HE STANDS INSIDE THE LATERAL AREA

- **Area:** all Pivots share the same space, a semicircular area with a radius of 3 meters placed sideways in the half court. Externally there is a second half-circle with a radius of 3.75 meters. The Pivot area of your team is the one located to the right of the basket towards which you are attacking.
- **Basket:** inside the area there are two baskets one above the other, the first at a height of 1.10 meters and the second at 2.20 meters.
- **Shooting:** role 1 shoots in the low basket, while role 2 shoots in the higher basket. Role 1 can choose whether to make one attempt or two. If he chooses only one attempt the score is worth 3 points, while if he chooses two it is worth 2 points. Role 2 has only one shot attempt but can choose the shooting position and consequently the score of the basket. If he decides to shoot from the front section to the basket the realization will be worth 2 points. If, instead,

he shoots from one of the two side sections, the realization will be worth 3 points.

- **"Carrying":** in order to shoot, all Pivots must first receive the ball, and this happens when a teammate from outside the area enters into it by dribbling and serving his Pivot with a pass delivered. Role 2 can also receive the ball with a bounce pass as long as it bounces out of the area.
- **Ball:** roles 2 always shoot with the size 5 game ball, while roles 1 have the possibility of changing to a ball more suited to their own motor skills in the event that they are not able to manage the game ball.
- **Distance:** roles 2 shoot from behind the line of the area, while roles 1 can shoot from inside the area with a distance that is obtained by trial and error. This occurs by gradually moving the Pivot away from the basket until able to find the most suitable measure to guarantee a stimulated challenge within a certain margin of error.
- **Time:** both roles 1 and 2 have 10 seconds to complete the shooting.
- **Displacement:** these are the biggest differences between roles 1 and 2. Role 1 is a player who does not have the strength to move independently, while Role 2 is a player with a disability, who has the strength to move independently. It means that Role 1 needs a tutor, one of the teammates, who will bring the ball to him, who will have to accompany him and help him into the shooting position. Role 2, on the other hand, will move autonomously, even if in some cases he, too, may need a tutor to position him correctly.
- **Rebound: r**ole 1 is unable to take the rebound, so after one shot the action ends regardless of the result and the ball passes to the opponents. Role 2 has the opportunity to take the rebound from his missed shot and pass it to his teammates outside the area.

Now that we have defined the characteristic traits of roles 1 and 2 we can better understand all the Pivot roles as they are further clarified.

These five Pivot roles,

- 1
- 1S
- 2
- 2T
- 2R

as well as all the Baskin roles, have been defined following a classi-

BASKIN IS A "SPORT FOR ALL"





fication criterion that is disconnected from medical pathology, but which is based on the motor skills of the player, and is gauged as an increasing order of motor function.

Now, as we present the other roles try to understand what needs they were created for:

1S: it is a role that has the characteristics of role 1, but which for various reasons is not able to give a trajectory to the ball during the shooting phase. To overcome this problem, a special slide has been codified on which the 1S role will let go of the ball directing it towards the basket.

2T: it is a role 2 that has the strength to move, but which for various reasons cannot do it without the help of a tutor, who in this case, replaces the Pivot in some phases, helping him to move, and taking the rebound in his place.

2R: it is a role 2 that has an evolved mobility that allows him to run/move fast, although with a motor movement that is not usable within the game context. In this case, being the 2R in possession of greater motor skills than the other Pivots, allows less time to shoot - within seven seconds - and means it will have to be done from farther away from the dotted line at 3.75 meters.

THE POWER OF FRAGILITY

Pivots are the roles with the least motor functionality in the whole game, they are the essence of fragility, but at the same time they are at the center of the game, the goal that all teams try to achieve on every offensive play. Some questions may arise spontaneously: why serve such a "fragile" player when I can give the ball to one of the "top players" such as a Role 5, whom we described in a previous article? Wouldn't that make more sense? Isn't it that he uses this role so frequently out of pietism because otherwise he just can't do it alone?

Please STOP! Let's make one thing clear: the ball is brought to the Pivot not out of pity or to do him a favor, but it is brought to him because it is the most advantageous role for one's team, because it is an essential strength, often a beacon of the offensive plays of each team.

THERE ARE FIVE PIVOT ROLES

And this is thanks to Baskin's regulation, which, by following the law of retaliation, aims to balance all the roles so that everyone can contribute to being on a par with the others. The higher mobility a role has the more the regulation tends to limit it; vice versa, the lower mobility a role has, the more the regulation tends to reward it.

The result is that the Pivot goes from being the most fragile role to being the most offensively dangerous one that can produce many points. It goes from being the role that depends on others to being the role that is sought by others, the role towards which all attacks converge, and for which all defenses make sacrifices in an attempt to deny access.

I still remember, when the regulation allowed it, a game where there was a total team score of 88 points, of which 81 were scored by their Pivot! Now, this is no longer possible with the introduction of the three-basket limit per quarter, but the Pivot remains the first offensive option of almost all the teams.

The concept of stronger and weaker in Baskin does not exist, but a new balance is created in which each role can be decisive in its own way. This constant search for equity can also be seen as a victory over the law of nature where normally the strongest emerge and survive to the detriment of the weakest. In Baskin, everything is subverted and what in nature is considered fragile can become something very powerful.

https://baskin.it/

SYSTEMS OF PLAY: INDIVIDUAL ATHLETE DEVELOPMENT

THIS WILL REQUIRE INDIVIDUAL AND GROUP PRACTICES



A WORKING RELATIONSHIP COACH-ATHLETE IS ESSENTIAL



Previous articles cover general game rules, classification system, categories and functional ability, wheelchair set up. All of these are essential in developing the athlete's skills sets to the best of their ability. With the athlete relying on upper body function and having to use hands/arms to control the ball (including dribbling, passing, shooting) and the sports chair (including stop, go, change direction), there is a need to develop these specific technical skills. This will require individual and group practices with differentiation based on age, experience and functional ability.

All or most team sports work on "age and stage" of development and more through the "Games for Understanding" and/or tactical games play models. Athletes play small-sided games, development areas are identified and practiced separately and reapplied in the game through a constraints led approach.

In any sport, individual or team, where coaches and athletes collaborate, there must be a relationship. It is essential to develop a working relationship so that coaches can support the athletes to achieve their own aims. Too much direction can mean the coach influences all aspects of the athlete's play and development, too little or not enough and the athlete may feel there is insufficient coaching input or the athlete undertakes their own program, which may not suit or benefit the team. A working relationship is essential and coaches should create an environment where they are willing to be challenged.

In the wheelchair game, athletes need a level of skills to train and play the game and manage safety. As athletes engage more in training and competitive games, there is always the risk of injury through playing contact or falling out of the chair.

Athletes entering the performance environment will have undertaken a pathway through a junior program. This will incorporate age group training at a club, regional leagues and national league competitions. Most coaches will be voluntary, coaching and training one to two sessions per week of 1-2-hour duration. Time available to develop core fundamentals will be limited as the training session will need to comprise some preparation for a league game the coming weekend. As with any club or team sport, quality and quantity of coaching and training will depend on numbers attending and levels of experience of the athletes. As the sport is inclusive to all levels including able bodied (non-disabled) persons, coaches will usually be welcoming and able to adapt the session.

The athletes develop and progress through a systematic pathway approach. During these stages and athle-

te development phases, scouting will be ongoing. The club coaches and Academy lead will refer or identify athletes for progression to national team programs and selection for international competition (Women's 25s and Men's U22 European Championships bi-annually and World Championships quadrennially).

The current environmental situation and lockdown has created many challenges. Athlete health and welfare remains priority. After a cancellation of all leagues in and around Europe earlier this year, the new leagues in Europe commenced late September and October. The continuing situation and changes have resulted in a number of games being postponed. The concern will be fixture congestion and overload on athletes towards the end of the season when crucial games may decide the league placings and outcome.



ATHLETE HEALTH AND WELFARE REMAINS PRIORITY

The lockdown and the restrictions will or should have encouraged and enabled coaches to review and evaluate themselves, their athletes and program and their deliver while prioritizing athlete health and wellbeing. It was also an opportunity to revisit the fundamentals of the game, refine and redeliver those. These can become an expectation and perhaps something not revisited at basic level when athletes achieve certain levels. As John Wooden, the famous UCLA coach, quoted: "Champions are brilliant at the basics."

At every point, including pre return to training in devising the program plans, we have addressed the "Why?" of everything. This focuses the process when producing training plans, gives clarity, creates a common purpose and know that challenges from athletes will be relevant and discussion points and not challenge to disagree or through misunderstanding.

The restrictions on distancing, indoor activity, sharing, contact, team play and cleaning resulted in athletes undertaking home based training without access to a court. It was important at this stage to recognize that our athletes are basketball players in a multi skilled and decision making sport and not strength and fitness specific. Managing that was necessary until the athletes could get outside for road pushing. We were very aware that lack of wheelchair pushing could lead to hand strength and hand skin issues and the return to training had to be progressive.

On return to indoor training, with coaching input but maintaining the restrictions, the athletes will have been relieved to start training with use of a basket. Many coaches will have emphasized and athletes will have focused on revisiting the fundamentals or basics of (non-contested) speed and chair skills, ball handling skills and shooting, but no contested defensive skills. The wish could have been to spend more shooting.

The teams and clubs in Europe progressed to contested small group then full team training quite quickly and into their league pre-season preparations by end August, early September with regular testing. We have not progressed to full team training or league games with the changing situations.

Here, we have focused on revisiting, developing and refining the fundamentals. Athletes were informed of the return to train plan and process. We reviewed each athlete and team performances from previous and recent competitions and identified specific areas of development. Ensuring collaboration with the athletes, this enabled us to produce a periodized weekly plan with a focus on group shooting sets, chair skills, ball handling and fitness conditioning. With restrictions remaining and training in distanced groups, all athletes undertook the same skills sets at their own pace and ability. This allowed the coaches and support staff to assess each athlete, their strengths and improvement areas, functional ability and areas for improvement or development.

In referring to "improvement" in basketball, we consider this as the athlete not having the required skill or



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skill level and this needs to be improved.
In referring to "development", we consider the athlete has a level of required skill and the athlete can develop this in context to the game.
We have, as much as possible, based training and skills sets on game realistic and game relevant practices. Not being able to apply contested practices, everything we did emphasized the need for visualization of the opponents actions, whether offence or defense, on or off ball skills, fitness conditioning with direction relative to the basket.
We worked in blocks of periods, a set period on a series of skills sets with an expected level of achievement and competence without the challenge of defense, then onto the next phase of skills "development" and now into our contested skills sets and a set period before we enter extended group training and small sided game play.
This has not all been coach driven. The commitment and engagement of the athletes has been excellent.
The intention is to create a level of coach direction on developing and achieving a series of skills sets and then encourage and allow the athlete to explore and develop additional ways of executing or delivering the skills. It is t challenge limits and enable athletes and the team to take ownership of their continuing progress. If this is not encouraged or enabled early on, athletes may become reliant on continuous direction and not have the capacity to explore or discover and to "be comfortable being uncomfortable."
The game comprises a multitude of skills sets and the coaches and coaching require an open and adaptive approach to meet athletes and team's needs. The changing environment has continued to and will continue to change and important we manage the welfare of our athletes in all circumstances. Equally essential is the coaches managing their own welfare and ensuring they have the support of their organizations to function to the best of their ability.

WE WORKED IN BLOCKS OF PERIODS

https://iwbf.org





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WHAT DOES IT MEAN, S-P-E-C-I-A-L O-L-Y-M-P-I-C-S?

A UNIQUE BASKETBALL WORLD

SPECIAL. As often happens in life, I met the Special Olympics (SO) world by chance. I was still playing basketball, when the father of two of my teammates (twins), and a former great forward in Italian Div. I, asked me to go and train every now and again with a team, a team of special boys. It was in the 90s and at that time, at least in Turin, it's when the first sports activities for boys and girls with intellectual disabilities were born. What was easy or automatic for us was special and extraordinary for them, from succeeding in a third half or making a basket after dozens and dozens of attempts; small goals that seemed less distant after training long and hard. It was nice to join with them. Guys, Special Olympics is really a special family.

PERSON. Over time I have come to appreciate the boys and girls of Special Olympics as people, even before being special athletes. The Special Olympics family teaches you that each of us must be valued for our skills, so much so that the skills make one special. This way of reasoning and observing people allows you not to discriminate, not to create categories such as the different from the not different, compared with someone or something. Enhance your skills large and small and thereby train in sport. This is one part of the Special Olympics mission.

EUNICE KENNEDY SHRIVER. She was a great woman, a protagonist of the second half of the last century, and the birth of the Special Olympics is due to her and her family. Her sister, Rosemary, had an intellectual disability, yet, together they practiced and played lots of sports, from swimming to sailing to football. From there came the inspiration to try to combat the isolation, exclusion and ignorance regarding those with intellectual impairment, prevalent at that time, by creating summer camps for people with intellectual disabilities. It was 1962, and just six years later the first International Special Olympics Games were held in Chicago. Historic was her message at the opening ceremony, where she told the world what she had experienced in her camps: people with intellectual disabilities can realize their potential through sport. Since her death in 2009, the leadership of the Special Olympics movement has passed to her son, Timothy Shriver.

https://www.youtube.com/watch?v=OiiUPbEhp80
https://www.youtube.com/watch?v=eqstov-SV3A




SPALDING


SPECIAL OLYMPICS
WORLD GAMES
ABU DHABI 2019
الأولمبياد الخاص
الألعاب العالمية
أبوظبي 2019

CEREMONY - OPENING. The inaugural ceremony of each event, whether it be that of the local tournament, the National Games or the World Games, is a concentration of emotion.
When athletes parade together to be seen by the world and are proud to be there,
when the torch is passed from one athlete to another up to the last torchbearer who lights up the stadium with the Olympic flame, and when the athletes take the Special Olympics oath, even countries at war are cheering each other on.
These are the same emotions that are then found on the pitch, when two opponents hug at the end of a game, when an athlete helps another to tie his shoe, when the loser is as happy as the winner.

INTERNATIONAL. Special Olympics is present all over the world: more than 200 countries participate in SO programs with nearly six million athletes.
The World Games, especially the summer ones, are the largest events in terms of the number of participating athletes (almost 8,000 in the last Abu Dhabi Games in 2019), number of countries present (194, also in Abu Dhabi) and number of sports taking part (24).
The most impressive number is that of volunteers, over 30,000.

https://apps.sdi.gov.abudhabi/specialolympics/
https://www.youtube.com/watch?v=eBetRtmk8fw

ATHLETES. Especially in international events, participation is an all-round opportunity for an athlete. There is the prestige of being part of the delegation of one's country and competing at a high level. But it is also a chance to participate in programs of:

- **Inclusion.** Before the start of the event, each delegation is hosted for a few days around the city of the Games, in small villages and localities.
- **Prevention.** All athletes are offered a check-up and a health education plan during the event.
- **Integration.** It is increasingly possible in every sport to participate in initiatives involving athletes with disabilities and professional athletes.

LET ME WIN, BUT IF I CANNOT WIN, LET ME BE BRAVE IN THE ATTEMPT. This is the oath that is read by a participating athlete at each event.
Try it. Test it. Walk out and be encouraged, supported, helped and incited by this.
In Special Olympics competitions, athletes always compete with athletes of the same disability level.







The divisioning phase serves precisely to observe the athletes and/or the teams, to then create homogeneous groups so that in the qualifications the best internal placements for the medal finals are competing. There is a gold medal for each level.
https://www.youtube.com/watch?v=MzMX8XjQ128

OFFICIAL. I stopped playing ball early on, even before starting university: I liked refereeing very much. Eventually my training with the team of special athletes thinned out. After some time, the same coach, Roberto, called me back and asked me to referee an outdoor tournament. He proudly told me that he had managed to organize a first international tournament in Turin for athletes with intellectual disabilities. There were other editions of that tournament, which later embraced many other disciplines, from swimming, to bowling and football, with teams from all over Europe.

LOVE - PASSION. It is valid in life, it is valid in sport and it is even more valid in Special Olympics. The things I saw and learned from a young age with Special Olympics have served me well in life and also in refereeing in Serie A. These included dedicating oneself with love and passion in doing where there is need, in being useful to others, in transmitting to the youngest what has been learned.

YEARS 2003 - 2019. In 2003, the Special Olympics Summer World Games were held in Dublin, for the first time outside the United States. The



Italian delegation participated with a men's team and a women's basketball team and in the meantime, coach Roberto had become the technical manager in Italy. An accompanying referee was required and my phone rang again. I was a very young referee, having my first international experience, and it was all fascinating: the world of American referees, the opening ceremony with its Irish music, the most exciting anthem of the Games ever, the speech by Eunice Kennedy Shriver, but above all the feeling of myself integrating among the athletes. I participated in three other editions of the Summer World Games, in 2011 in Athens, in 2015 in Los Angeles and in 2019 in Abu Dhabi. Each time created a unique set of emotions.

MESSAGE. Being older and perhaps a bit better known, in the last two editions of the Games, I decided to keep a diary for social media purposes to tell the story of the days in California in 2015, and then those of the Emirates in 2019. My intent was not to celebrate myself, but to spread the message of the Special Olympics outside of the Special Olympics, among the people who followed me, who read me.
Special Olympics in Italy has grown a lot in the last twenty years and so much of that is due to the Palazzotti family, to the institutions and also to the thousands of volunteers and families involved. There are many projects on inclusion, training and communication at all levels. The path forward is the right one and the future challenge will be in making Special Olympics known to everyone, starting with schools, students and their families. And I am sure that the best opportunity will be the 2025 Winter World Games, for which Special Olympics Italy is presenting the candidacy of Turin, my city.





CAREER

2013 - PRESENT DIV. I ITALY REFEREE	2003 - 2011 - 2015 - 2019 SPECIAL OLYMPICS WORLD CHAMPIONSHIPS REFEREE

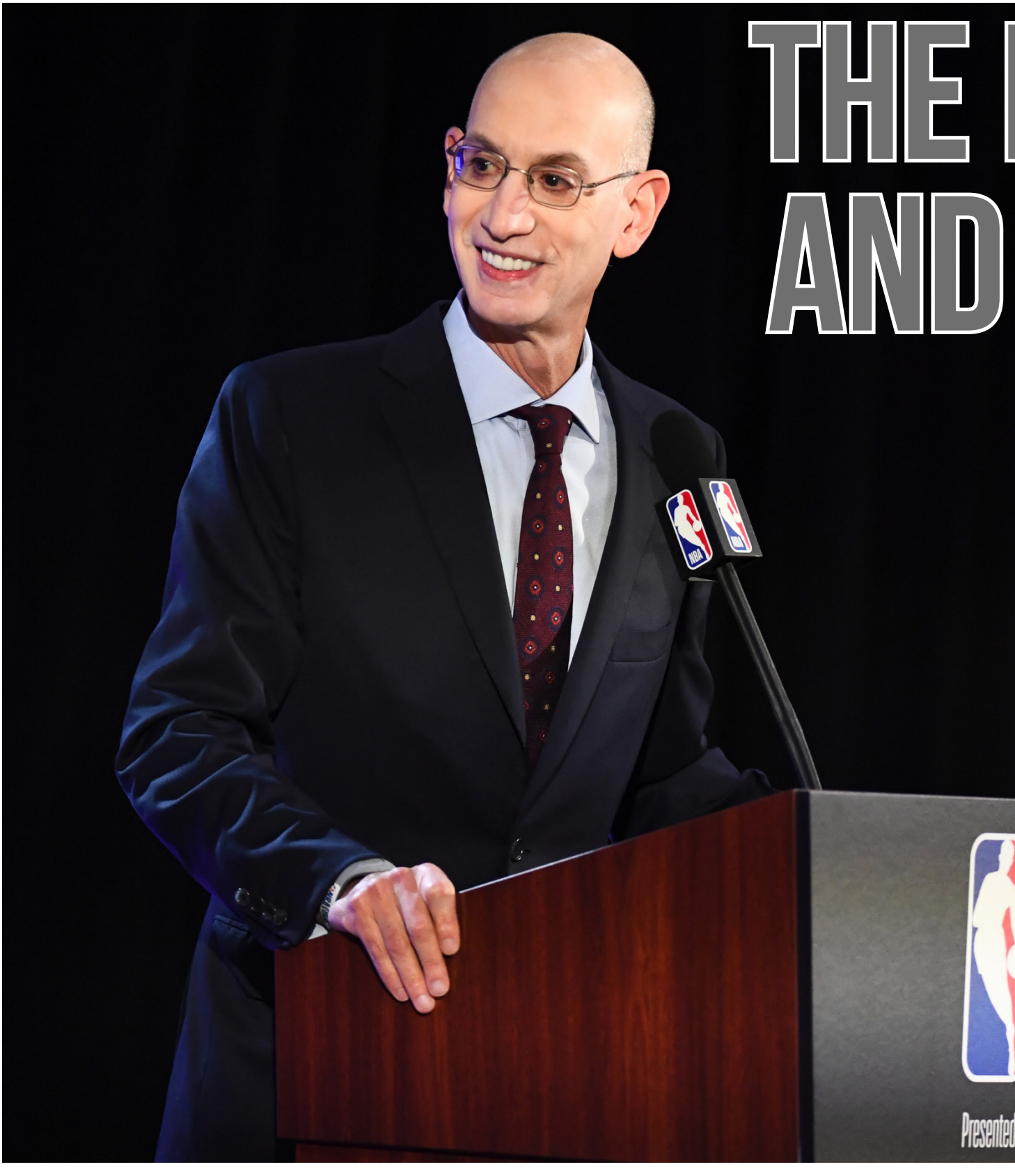


PLAY UNIFIED. One of the great insights of the Special Olympics International staff is to let athletes with intellectual disabilities play together with partner athletes. Coach Roberto was at the forefront of this initiative, even when he called me for training with his team of special athletes.
Each sport decides how many partners can play in a unified team; in a basketball quintet the formula is 3 athletes + 2 partners and their role is to involve the athletes in the game. If the partners do not respect their function on the court, a first call is made to the coach for dominance, and then a possible technical foul.

INTERNATIONAL. Refereeing, but in particular through Special Olympics, has allowed me to travel the world and above all, to meet exceptional people and situations.
I have refereed with those who have experienced violence but who have not lost a big smile. I have refereed teams from warring countries and seen their athletes embrace at the end of the race. I have arbitrated with Andrew B, Ciaran B, George MC, Philomena OH, Denis OG and other special referees and table officials, included in the SO official's program. I have refereed with the Americans of the NCAA, who can challenge you at any moment, but are always ready to learn from everyone. It is nice that during these difficult times we are able to say goodbye, at least on video, across 24 different time zones. I will always be grateful to Special Olympics

COURT - GAME - RULES. The court for all levels has a regular size of 28 x 15 m and baskets at 3.05 m. The goal of the game is always the same, to score more baskets than the opponents; males and females play with different size balls.
It's basketball, you will say. Yes, the same game we all know, for special athletes. And at the next Berlin Games (2023), the 3x3 will debut.
The rules are adapted according to the levels of disability: when there are motor difficulties, extra supports and stops of the ball are allowed, and the return to defense is not applied. Refereeing is more difficult at the highest levels of disability: you have to disregard all the automatic, accustomed responses of standard situations and stay very focused. It is common for a simple throw-in to show up to beat the team that committed the violation, just as it is also common for a player not to stop at the sound of the whistle. It is important to know how to anticipate verbal or physical reactions to the calls you make as a referee. In short, you need to be very ready for the unexpected.

SMILE. It is the most unforgettable thing: that of the smiles of every athlete, every coach, every family member, every participant in a Special Olympics event.
That smile is so contagious that you are happy for a long time and forget the things that seemed heavy and difficult to you. The smiles of the Special Olympics world are the best reward you can get in return for your participation. I advise everyone to engage in Special Olympics to receive those smiles.

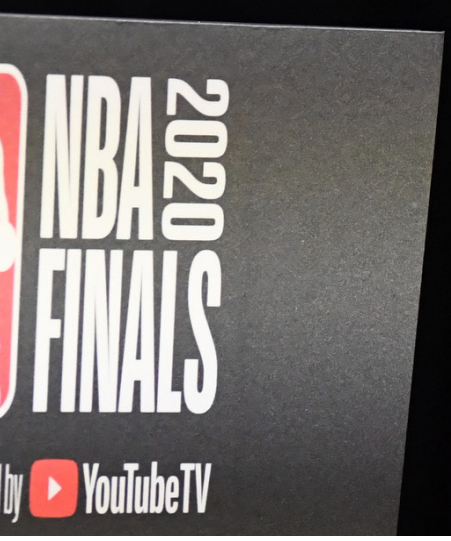

THE
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NBA CHALLENGES ITS INNOVATIONS

WHAT TO EXPECT FOR THE NBA IN UPCOMING SEASONS

INTERVIEW BY GIORGIO GANDOLFI

Adam Silver was born in Rye, New York, a northern suburb of New York City. When he was young man he was a New York Yankees baseball fan, and he played baseball in a youth league; he also watched the Muhammad Ali fights. In his room were two posters: one of the Yankees' Mickey Mantle, and the other of Ali. He didn't play high school basketball, but he was a Knicks fan and had a hoop in his backyard, where he'd shoot on a regular basis. His first contact with the NBA was watching the New York Knicks at Madison Square Garden with his father Edward. When Silver was attending the University of Chicago Law School he watched Michael Jordan games. Then, in 1992 he was hired by the NBA, and after 22 years Silver became NBA Commissioner on February 1, 2014.



In an interview Silver said that being the NBA Commissioner is a "dream job" for a person who loves basketball. Duke Coach Mike Krzyzewski, and former USA National team coach, who worked with Silver for USA Basketball, spoke of him this way: "People can know the game, like the game, but then there are those who love the game [like him]. He's very proud of the game and his part in it. He knows he's part of something bigger than himself."

David Stern endorsed you as the next Commissioner in 2012, two years before his retirement. How was Stern instrumental in your growth as a future Commissioner? What did you learn from him that helped you and that you've applied in these first six years of your tenure?

I was fortunate to work directly for David for 22 years before I became commissioner. We spent so much time together over the years and I had the privilege of learning from him every step of the way. He taught me a lot about leadership and the importance of fundamentals like hard work, preparation and attention to detail.

When you were Stern's Deputy Commissioner, you said that: "A vote for Obama was a vote for basketball." What has been your relationship with former President Obama, an avid Chicago Bulls fan? Do you think that his love for basketball has contributed to a national and international promotion for the NBA and for basketball in general?



I've had the opportunity to meet with President Obama on a few occasions through the league. He's an enormous NBA fan and there's no doubt that his love of basketball has helped promote the sport in the United States and around the world.

The NBA is a dream example for any basketball league, not only from an economic standpoint, but also from an organizational one. Let's hypothesize that you're about to start a new basketball league, but without the economic power of the NBA. Which are the most important departments that would be vital for a successful league?

Marketing is critically important to operating a successful league. We're preparing to launch our Basketball Africa League this year and we're spending a lot of time thinking about how to effectively promote the league and engage basketball fans across Africa.

How do you plan on counteracting the negative impact of the Coronavirus on NBA resources, as 40% of league revenues come from game nights in arenas?

It's something the league, the players and our teams are continuing to work through. We've created new revenue opportunities, including virtual signage and additional in-arena advertising, and our hope is that we can have fans back in all of our arenas at some point this season once the pandemic is under control.

Given the financial losses of NBA teams due to the



pandemic, it has been speculated that adding two expansion teams - one in Seattle and one to be determined (possibly in Las Vegas) - would be a way of alleviating some of the losses and addressing the interest in an NBA team in two more high profile cities. Is this correct?
We're very appreciative of the markets that have expressed an interest in having an NBA team. Expansion, however, is not a top priority at this point.

In the bubble, digital was a key element in keeping fans close during the lockdown and through to the end of the season and the playoffs. What do you feel will be the role of digital in upcoming seasons, and what happens when the fans come back to the arenas? What is the digital strategy of the NBA?
Digital and social media will continue to play an enormous role in how we engage fans and bring them closer to the game, even after they are able to return to our arenas. The reality is that 99% of NBA fans will never attend a game in person. Our strategy is to use digital and social media to enhance the live game viewing experience and create a sense of community among NBA fans around the world.

Data analytics are of the utmost importance on the basketball court, as well as in business. From your perspective, is a huge amount of data detrimental or beneficial in terms of its impact on the decisions? How important is the "human" interpretation of data and the ability to make a decision based on context, and not merely on the data alone?



TIDBITS

He has run two New York City Marathons in under four hours

He has been married since 2015 to wife Maggie and they have two daughters

Analytics are part of virtually everything we do at the NBA, but I believe there has to be a balance between data and the human element when making any decision.

Innovation has been, and continues to be, a key concept for you. From the WNBA, to the NBA G League, to the NBA 2K League, and the NBA Replay Center, the NBA is clearly concerned with moving forward through innovation. Which will be the next innovative steps that you're most likely to pursue?

Innovation around the fan experience is something we spend a lot of time thinking about especially as it relates to replicating the in-arena experience. We continue to embrace virtual reality, augmented reality and other immersive technologies to try to capture the essence of sitting in a courtside seat at an NBA game.

The NBA, more than any professional sports organization in the USA, is paying attention to certain social aspects of life, such as supporting Black Lives Matter, as well as allowing teams within the bubble the freedom to display social messages

on their game jerseys, as two recent examples. How important are these social campaigns from the communications standpoint, and as a means of demonstrating that the NBA, the NBA players, and their teams live in the real world, and not in an ivory tower in terms of responding to the needs of the people?
The messages were extremely important in bringing awareness around issues of social justice and racial equality. I'm proud of NBA and WNBA players for taking a leadership role and speaking out on issues that are important to them. Today's players and teams continue a long tradition of social activism in our league.

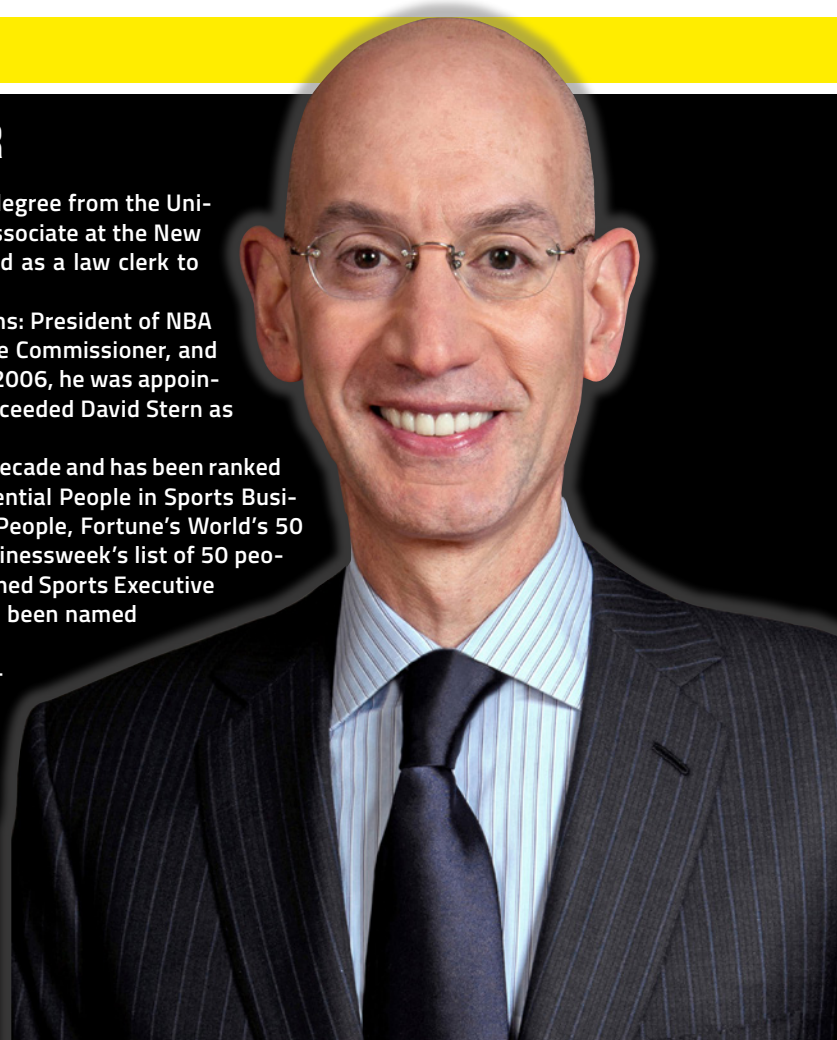
How do you plan to bring the fans back to the arenas? Aside from the vaccine, what are the protocols that the NBA is studying to encourage fans to return safely to live play?
We had six teams start the season with limited fans in their arenas. We're taking each market on a case-by-case basis and working closely with our teams, public health experts and local officials on strict protocols that will allow fans to safely attend games.

What accomplishments during your tenure are you most proud of?
It's enormously rewarding to see how much the league has grown over the past three decades. Our games are shown in 215 countries and territories, nearly 25 percent of NBA players were born outside of the United States, and we have a global social media following of more than 1.9 billion people.

What will be the biggest challenges – other than the pandemic – facing the NBA in the next decade?
One of the biggest challenges facing the league is how we adjust to the changing viewing habits of young people, who are spending increasing amounts of time watching the screens on their phones and tablets instead of conventional TVs. It's something that I spend a lot of time thinking about as we plan for the future.

CAREER

SOME NOTES ON COMMISSIONER ADAM SILVER



He graduated from Duke University and obtained his law degree from the University of Chicago Law School. He worked as a litigation associate at the New York law firm of Cravath, Swaine & Moore and also served as a law clerk to Federal District Court Judge Kimba Wood in New York City.
He joined the NBA in 1992 where he held different positions: President of NBA Entertainment, NBA Chief of Staff, Special Assistant to the Commissioner, and NBA Deputy Commissioner and Chief Operating Officer. In 2006, he was appointed Deputy Commissioner, and on February 1, 2014 he succeeded David Stern as Commissioner.
He was named Sports Business Journal's Executive of the Decade and has been ranked No. 1 on the publication's annual list of the 50 Most Influential People in Sports Business. He was also named to Time's 100 Most Influential People, Fortune's World's 50 Greatest Leaders, and The Bloomberg 50 - Bloomberg Businessweek's list of 50 people who define global business. Additionally, Silver has earned Sports Executive of the Year honors at the Sports Business Awards and has been named Sports Illustrated's Executive of the Year.
Silver was appointed to Duke University's Board of Trustees in 2015. He received a Distinguished Alumni Award in 2015 from Duke University and in 2016 from the University of Chicago Law School, and was a recipient of the University of Chicago's Professional Achievement Award in 2020. He is also a member of the Council on Foreign Relations and The Business Council, and serves on the Board of Trustees for The Rockefeller Foundation and as a Vice Chairman of the Board of the Lustgarten Pancreatic Cancer Foundation.







Agatha 21

AGATHA RUIZ DE LA PRADA

BY



AGATHA 21
19,8x22,8 cm
CARNIVAL
7,5x26,5 cm
CIRCUS
19,8x22,8 cm
7,5x26,5 cm
CONFETTI
19,8x22,8 cm
22,3x22,3 cm
MAGIC
22,3x22,3 cm
FESTA
19,8x22,8 cm
CARROUSEL
19,8x22,8 cm

PAMESA cerámica