

**2024**

**ZIMMERMAN THUNDER**



**FOOTBALL**

**CHAMPION'S**

**MANUAL**

# 2024 ZIMMERMAN CHAMPION'S MANUAL

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# CONTACT INFORMATION

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**(thomas.kish@isd728.org)**

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Classroom 763-241-3505 x2825

## **Assistant Coaches**

### **Cell**

### **Email**

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## **9<sup>th</sup> Grade Coaches**

### **Cell**

### **Email**

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# 2024 ZIMMERMAN FOOTBALL SCHEDULES

## VARSITY

<u>Date</u>	<u>Opponent</u>	<u>Time</u>	<u>Location</u>
August 30	Orono	7:00 PM	Away
<b>September 6</b>	<b>Fridley</b>	<b>7:00 PM</b>	<b>Home</b>
<b>September 13</b>	<b>Columbia Heights</b>	<b>7:00 PM</b>	<b>Home</b>
September 20	Princeton	7:00 PM	Away
<b>September 27</b>	<b>Chisago Lakes</b>	<b>7:00 PM</b>	<b>Home</b>
October 4	Holy Family	7:00 PM	Away
October 11	Mound-Westonka	5:00 PM	Away
<b>October 16</b>	<b>Big Lake`</b>	<b>7:00 PM</b>	<b>Home</b>
October 22	Section 6AAAA Quarterfinal	7:00 PM	Higher Seed
October 26	Section 6AAAA Semifinal	TBD	Higher Seed
November 1	Section 6AAAA Final	7:00 PM	Higher Seed
November 8	State Quarterfinals	TBD	TBD
November 15	State Semifinals	TBD	US Bank
November 22	Prep Bowl	4:00 PM	US Bank


## JUNIOR VARSITY

<u>Date</u>	<u>Opponent</u>	<u>Time</u>	<u>Location</u>
<b>August 29</b>	<b>Orono</b>	<b>4:30 PM</b>	<b>Home</b>
September 9	Fridley	4:30 PM	Away
September 16	Columbia Heights	4:15 PM	Away
<b>September 23</b>	<b>Princeton</b>	<b>4:30 PM</b>	<b>Home</b>
September 30	Chisago Lakes	4:30 PM	Away
<b>October 7</b>	<b>TBD</b>		
<b>October 17</b>	<b>Mound-Westonka</b>	<b>10:00 AM</b>	<b>Home</b>

## 9<sup>th</sup> Grade

<u>Date</u>	<u>Opponent</u>	<u>Time</u>	<u>Location</u>
August 29	Orono	4:30 PM	Away
<b>September 5</b>	<b>Fridley</b>	<b>4:30 PM</b>	<b>Home</b>
<b>September 12</b>	<b>Delano</b>	<b>4:30 PM</b>	<b>Home</b>
September 19	Princeton	3:00 PM	Away
<b>September 26</b>	<b>Chisago Lakes</b>	<b>4:30 PM</b>	<b>Home</b>
<b>October 3</b>	<b>Big Lake</b>	<b>4:00 PM</b>	<b>Home</b>
October 10	North Branch	4:30 PM	Away
October 15	TBD		

# ZIMMERMAN FOOTBALL IS:




## ZIMMERMAN THUNDER FOOTBALL 2024 MOUNT UP

**MISSION STATEMENT**

We will stand together as a brotherhood fully locked and loaded showing no mercy for the enemies we encounter on the battlefield.

# THUNDER WINNING EDGE

ENERGY	DISCIPLINE	GRIT	EXECUTION
Bring the Juice!	Be a 10 Percenter	Empty the Tank	Details Matter
All Gas. No Brakes	Physically & Mentally	Stay Hungry	Finish Fierce
4 to 6 / A to B	Do Your Job	Always Compete	All II
Finish EVERYTHING	110% - 100% of the Time	No Mercy	Be Relentless



**LEADERS** → **CULTURE** → **BEHAVIOR** → **RESULTS**

**LEADERS** create **CULTURE** which drives **BEHAVIORS** that produce **RESULTS**

Bad teams...no one leads  
Average teams...coaches lead  
**ELITE TEAMS...PLAYERS LEAD**

**We will be ruthless in our attempt to eliminate BCD.**

## **Program Foundation**

- **Character**
- **Toughness**
- **Passion**

## **Win**

- **All Aspects of Life**
- **Compete in Everything we do**
- **Championship Effort**
- **Overachieve**

## **Physical**

### **Effort**

- **Hardest Working**
- **Best Prepared**
- **Most Intense Team**

## **Honesty – Integrity – Trust – Responsibility**

### **Family - Present and Past**

### **Team – Unselfish**

The goal of the coaching staff is to build a culture of success, positivity, accountability, and love.

**Build men of character and virtue**

**Build relationships based on trust**

**Learn the value of great preparation**

**Emphasize the value of everyone**

# ZIMMERMAN FOOTBALL AWARDS

## Weekly Awards

- Offensive Player of the Week
- Defensive Player of the Week
- Special Teams Player of the Week
- 100% Player of the Week
- Student of the Week
- Lifter of the Week
- Big Brute
- Top Rock

## Team Post Season Awards

- Offensive MVP
  - Defensive MVP
  - Special Teams MVP
  - Most Improved
  - Thunder Award
  - Practice Player of the Year
  - Senior Scholarship Recipients – 3 \$750 recipients
- Must apply – Announced in May at ZHS scholarship night**

# ZIMMERMAN FOOTBALL

## Team Goals:

- 1) Become the best football team possible
- 2) Represent Zimmerman with class
- 3) Have fun and do right
- 4) Have each player take something from our program that will help later in life.
- 5) Live like champions

**Mission Statement: To build quality young men to be champions for life through football.**

## Zimmerman Football player excel at the things that do not take talent:

- Focus and Concentration
- Punctuality
- Mental Toughness
- Enthusiasm
- Communication
- Great Effort and Hustle
- Awareness
- Video Study
- Knowledge of Opponent
- Responsibility
- Attitude
- Proper Diet
- Proper Rest
- Poise and Patience
- Sound Technique
- Unselfishness
- Belief
- Work Ethic
- Gratitude
- Honesty
- Integrity
- Commitment
- Passion
- Character
- Toughness
- Loyalty

# 2024 TEAM GOALS

Compete and Play for Championships  
Represent Zimmerman with Class

## 2024 OFFENSIVE GOALS

### Primary

Expect to Win  
100% Ball Security  
4 Touchdowns  
Touchdown on first drive of 2<sup>nd</sup> Half  
60% 3<sup>rd</sup> Down Conversion Rate  
No False Starts or Delay of Game Penalties

### Secondary

Total Offense – 300 yards or more  
1<sup>st</sup> Down Every Possession  
100% 4<sup>th</sup> down Conversions  
No Bad Snaps / Exchanges

### Expectations

Play Fast  
Play Physical  
Play Fearless

### 5 Pillars of Offense

Physical, Run Team  
Effective and Efficient Passing Game  
Put Defense in Conflict  
Get Our Best Players the Ball  
Mistake Free Football

# 2024 TEAM GOALS

Compete and Play for Championships  
Represent Zimmerman with Class

## 2024 DEFENSIVE GOALS

### Primary

Expect to Win  
Allow Less Than 100 Yards Rushing  
Get 6 (Takeaways, 3 & Out, and 4<sup>th</sup> Down Stop)  
No Sudden Change Touchdowns  
No Plays More than 20 Yards

### Secondary

Give Up 14 Points or Less  
Give Up 200 Yards or Less Total Offense  
75% or Better 3<sup>rd</sup> Down Efficiency  
Allow No Points in 4<sup>th</sup> Quarter

### Expectations

Play Fast  
Play Physical  
Play Fearless

### 5 Pillars of Defense

Relentless Pursuit  
Each player does HIS job  
Finish Tackles  
Stop the Run  
Takeaways are contagious

# 2024 TEAM GOALS

Compete and Play for Championships  
Represent Zimmerman with Class

## 2024 SPECIAL TEAMS GOALS

Expect to Win

Penalty Free

No Turnovers

No Substitution Errors

No Blocked Kicks

**PAT/FG** – 100%

**PUNT** – Net Average of 35 Yards, Tackle for Return of 5 Yards or Less

**KO** – Recover 1 Kickoff each game

**PUNT RETURN** – Block a Punt

**KOR** – Average Starting Field Position 35 Yard Line

### **BIG PLAYS – 3 or MORE**

- Score a Touchdown
- Block a Kick
- Cause a Turnover
- Down a Punt Inside the 10 Yard Line
- KO Coverage – Tackle Inside 20 Yard Line
- Punt Return over 20 Yards
- KOR – 35 Yards or More
- Recover an Onside Kick
- 100% Successful on All Fakes

# **THE RULE**

**The Zimmerman High School Football Family has really ONE policy, ONE procedure, and ONE rule. Many different situations are discussed during a football year but ONE approach covers it all.**

**The policy is simple, “Make the Correct Decision”. Correct is that which has character. Correct is that which you will stand by. Correct is that which puts the TEAM first.**

**Simple it is. Easy it ain't**

**MAKE THE CORRECT DECISION**

# GAME DAY SCHEDULE

## Home Game

4:45-5:30 PM	Training Room Open
5:30-6:00 PM	Word of the Day
	Highlights from Previous Game
	Special Teams Roll Call
	Coach Roberts – Offensive Meeting
	Coach Riley – Defensive Meeting
	Coach Kish – Final Words

## Pre-Game

6:10 PM	Specialists leave for field
6:15 PM	Specialty starts
6:20 PM	Remainder of team leaves for field
6:25 PM	Team Active Warm - Up
6:30 PM	Offensive Position Warm – Up
6:35 PM	Defensive Position Warm - Up
6:40 PM	Team Offense
6:45 PM	Leave Field
6:53 PM	Return to Field
7:00 PM	Kickoff

## Away Game

Schedule will be adjusted based on travel time

# GAME UNIFORM

Make sure you take off all jewelry before going out for specialists

Do not add anything to your uniform that sets you apart from your teammates.

## Uniform Care:

1. If possible, clean immediately after wearing or soak in cold water overnight.  
Very important for uniforms to soak immediately after game. Care instructions will be handed out.
2. Shake off dried mud or rinse off wet mud before cleaning.
3. Always wash in cold water.
4. Please mend snags and rips after cleaning
5. Use regular detergent.
6. **Air dry, avoid the dryer.**
7. Avoid bleach!!

## Playing Time

Varsity – Playing to win. Only the players who make our team the best will play. In situations where we are up by a lot or down by a lot the coaching staff will attempt to get all varsity players in good standing playing time.

JV-Squad – Team is made up of 10<sup>th</sup> -12<sup>th</sup> graders who do not see significant playing time during the varsity game. All players who are in good standing will see playing time. Our goal is to develop players. We want to win but developing solid football players is the coaching staff's number one priority.

9<sup>th</sup> Grade – The coaching staff will attempt to walk the fine line between winning and developing players. Playing time won't be evenly distributed among players. However, all players in good standing with the coaching staff will get a minimum of 12 plays in each game.

## **Ten Commandments of Football Parents**

**“As parents, encourage – do not complain;  
Motivate –don’t agitate:  
Be a team parent.”**

1. Be positive with your son. Let him know it is a great accomplishment simply to be part of Zimmerman Football.
2. Do not offer excuses for why he is not playing – there is usually a reason for it. Encourage him to work hard and do his best.
3. Do not criticize his coaches. The coach represents the boss, authority, the parent, and the teacher. If you constantly criticize your son’s coaches, you cannot expect him to play for them. He is being taught to be a complainer, not a doer. Discuss problems with your son. If needed, have your son talk to his position coach. If you are still not satisfied, meet with Coach Kish. Problems do not get solved unless your son communicates with his coaches.
4. Encourage your son to follow team and school rules. If we are going to be successful, your son must follow the MSHSL rules, Zimmerman High School rules, and Zimmerman Football rules.
5. Insist on your son working to his ability academically. Check the number of hours your son spends on homework. It is the duty of the parent to see that their son is working in the classroom. No matter how good a player he may be, if he doesn’t have good grades he doesn’t get into college – times have changed.
6. Do not develop envy toward other players. Do not live your life vicariously through your son. Football is a game – let them play it. Do not show animosity or jealousy for any of your son’s teammates because they carry the ball more, score more touchdowns, or get more publicity. Who cares who scores or gets the publicity? The important thing is that every player on the team does his best.
7. Do not be a know-it-all. The coaching staff at Zimmerman works with your son and his teammates every day. They know what each player can do and what each player cannot do. As a fan, you are encouraged to be “into the game,” but please be positive toward our players and coaches.

8. Insist on your son's respect for the game of football, the officials, and our opponent's players and coaches. Instill in him the importance of sportsmanship. Make sure he understands how important it is to have "class." It takes years to develop a "class" program, but it only takes seconds to destroy it.
9. Foster in your son a positive self-image. Do not compare and contrast your son with former family members who played. Help him in any way possible to feel good about himself and his role in Zimmerman Football.
10. Encourage your son to play the game of football for the "love of the game." Winning will take care of itself. Post-season awards will take care of themselves. College scholarships will take care of themselves.

# ZIMMERMAN FOOTBALL POLICIES

## **TEAM POLICIES:**

Players will be expected to abide by the following policies and team rules:

1. Do nothing that would embarrass the team or one's teammates.
2. Adhere to all ISD 728 policies as well as the specific standards of the football program.
3. Attend class.
4. Be on time for practices and games.
5. Communicate directly with coaches regarding practice or game conflicts.

Consequences not related to ZHS or MSHSL policies will be dealt with on a one on one basis.

## **SCHOOL ATTENDANCE:**

Players must attend three classes in order to practice or play. This policy does not pertain to field trip situations. Skipping any part of school day disqualifies your child from participating.

## **INJURY PROCEDURE:**

If an injury occurs during practice or during a game, a coach will make an effort to contact you. If it is an emergency and we cannot contact you, we will get your son to a doctor if you consent. A trainer is present at varsity games and practices as well as most lower level games. The trainer will treat non-emergency situations.

All injured players will dress for practice and games unless the trainer and head coach decide it is not practical.

## **IN CASE OF ILLNESS:**

You must contact Head Coach Tom Kish (9<sup>th</sup> Grade Coach Adam Pelot) if you will not be attending practice. Contact Information is listed on page 2 of the winner's manual

## **HAZING:**

There will be no hazing at any level, by any individual, at any time in the Zimmerman Football Program.

## **FOOTBALL EQUIPMENT:**

The football equipment your son wears is the best money can buy. The coaching staff individually fits each player. We teach the most up-to-date techniques in the game of football. Your son is taught safe blocking and tackling techniques. He is constantly reminded to **SEE WHAT HE HITS** with "heads up" contact to avoid leading with the head and taking the head out of tackling.

## **EQUIPMENT POLICY:**

Your son is responsible for the equipment issued to him. Players must pay for any unreturned or damaged equipment.

**REFUND POLICY:**

School equipment must be returned before a refund is issued

1. Injury or Transfer – Refund is pro-rated.
2. Ineligibility – No refund as student may continue to practice.
3. School equipment must be returned before a refund will be issued.

**PRACTICE POLICIES:**

1. A player must be at practice unless he is sick and not in school or if excused by the Head Coach of their team.
2. A player must attend three classes in order to practice or to participate in a game. A player is allowed to practice or play in a game if he is absent from school due to a school field trip or school function.
3. An injured player must be at practice and dressed in practice uniform unless the Head Coach excuses him.
4. A player with an unexcused absence from practice will not start for that particular game. A second unexcused absence could lead to squad dismissal.
5. Players are expected to make up tests with teachers prior to the start of the school day. Missing practice to make up a test or complete homework is not acceptable. Players must stay current in all their classes and use proper time management skills to complete homework in a timely fashion.
6. Please make every effort to avoid scheduling college visits, doctor, and dentist appointments during practice times.

**MSHSL POLICY:**

Minnesota State High School League Policy will be enforced at all times during the season and during the off-season. Policies are included in the State High School League brochure. A player who is serving a penalty practices with the team but does not participate in any games until the penalty time is over.

**LETTERING POLICY:**

A letter will be awarded to every varsity player who ends the season in good standing.

**CAPTAIN'S POLICY**

A player with a MSHSL Violation cannot serve as a Zimmerman Football Captain. If a violation occurs after selection, the player will no longer serve as a captain. Captains must have completed ISD 728 Leadership Academy training, our football team spring leadership training, and maintain a cumulative 2.5 GPA.

# ZIMMERMAN FOOTBALL EXPECTATIONS

1. The expectation is that we all do what is right all of the time. Not some of the time. Not most of the time. All of the time. Don't create grey areas. All great organizations are based on solid rules and accountability. We are no exception
2. The leadership of the football team (Captains and Leadership Team) will be required to monitor the behavior and discipline of our program. It has been proven that each person wants to be associated with a program of integrity. Zimmerman Football will strive to be that. If something is going the wrong direction the Leadership must correct it or report it to the Head Coach. There can be no excuses.
3. Players must attend every practice. Schedule dentist and doctor appointments and college visits on days that don't conflict with practice.
4. Players must be to practice on time.
5. Players must report to the weight room on time for strength training. This is an extension of practice. Make sure you have tennis shoes on. Do not bring any food into the weight room. Leave the weight room organized.
6. If you are ill, you must let Coach Kish or Coach Pelot know prior to practice.
7. There will be no opposition or disrespect shown toward any of the coaching staff at any time. All defiance will be dealt with immediately. Loyalty and respect are essential for team success.
8. All discipline that is up to the football staff will be handled by the Head Coach. Expect to be held accountable and expect the coaching staff to be consistent.
9. Work to your ability in the classroom. Pay attention in class. Treat all of your teachers with respect.

# ISD 728 ATHLETICS ELIGIBILITY INFORMATION

## Extra-curricular activities at Zimmerman High School include:

1. Competitive athletic activities
2. Non-competitive athletic activities
3. Competitive enrichment activities
4. Non-competitive enrichment activities

## Academic Eligibility

The Minnesota State High School League requires that in order for students to be academically eligible to participate in MSHSL activities, they must be making satisfactory progress toward graduation. The Student Academic Eligibility chart defines “satisfactory progress” toward graduation. The following chart is to be used to define “satisfactory progress” toward graduation.

<b>GRADE 9</b>	<b>END OF SEMESTER I</b>	<b>END OF SEMESTER II</b>
Eligible	5 credits	10 credits
Probation	4 credits	9 credits
Ineligible	3 credits or less	8 credits or less
<b>GRADE 10</b>	<b>END OF SEMESTER I</b>	<b>END OF SEMESTER II</b>
Eligible	14 credits	20 credits
Probation	13 credits	19 credits
Ineligible	12 credits	18 credits
<b>GRADE 11</b>	<b>END OF SEMESTER I</b>	<b>END OF SEMESTER II</b>
Eligible	26 credits	32 credits
Probation	25 credits	31 credits
Ineligible	24 credits	30 credits
<b>GRADE 12</b>	<b>END OF SEMESTER I</b>	<b>END OF SEMESTER II</b>
Eligible	37 credits	43 to graduate
Probation	36 credits	
Ineligible	35 credits	

**Academics**

A student earns academic eligibility to participate in extra-curricular activities by completing the number of credits required in the table on the previous page. Grades will be checked at the end of each semester. Students not completing the required number of credits

- a. will be deemed ineligible.
- b. Eligibility may be restored the following semester.

All entering ninth graders are academically eligible to participate in the fall extra-curricular activities since grades earned in the eighth grade are not counted in determining high school academic eligibility.

# Thunder Football and the Team Concept

- Football is a team game – be a team player. You must be willing to make sacrifices to help the team. In doing so, you are ultimately helping yourself.  
Individual success always follows team success.
- Approach everything with a positive attitude. Attitudes are contagious. A positive attitude will help the team win.
- Every player on the team has a role to play. As the season goes along, your role becomes clearer. It is your job to do everything mentally and physically to be successful within your role and the team concept.
- Applaud the accomplishments of your teammates.
- Each drill in practice is designed to help you improve. Practice with a purpose. There is a direct correlation between the way you practice and the way you perform in games. Always practice at top speed.
- Always look for ways to improve.
- You must make a commitment to all areas: practice, weight room, film study, meetings, off-season lifting, as well as games.
- Ask yourself:
  - Am I committed?
  - Am I sincere?
  - Can I be trusted?

The ZHS football program only wants young men who can answer yes to these three questions.

## **TRAINING ROOM POLICIES**

The training room will be open most weekdays starting at 1:30 pm

Athletes must act appropriately while in the training room.

No cleats are allowed.

Players must wear clean and odor free clothing.

Athletes will be taped on a 1<sup>st</sup> come, 1<sup>st</sup> served basis. The only exception is if they have a bus to catch.

Athletes, who need to be evaluated by an athletic trainer, will be seen after everyone has been taped.

# INJURY PROCEDURE

An injured athlete should be seen by the athletic trainer. If the trainer does not believe the player needs to see a physician, instructions will be communicated to the player on treatment.

If the athletic trainer believes the athlete should be seen by a physician, she will contact the parents.

If the family doesn't have a physician they normally see, the athletic trainer can help the athlete get seen by a physician. Working with their insurance, we have several physician groups we work with who will see an injured Zimmerman athlete that day or the next.

Once an athlete has been seen by a physician, the Minnesota State High School League requires them to bring a note to the athletic trainer allowing them to return to football. ***If the athlete does not have a medical release, they will not be allowed to return to football until a note is received.***

If the athlete has an arm cast and is allowed to play with the cast padded, the Minnesota State High School League requires a note stating they can play with a cast. This note is presented each game to the officials who will keep a copy on file.

# EQUIPMENT ROOM POLICIES

All equipment is the property of Zimmerman Football.  
You are using it by permission only.  
You will be held accountable for all of your equipment.  
It is important that you lock up valuables and not leave them unattended.  
You are responsible for your own possessions.

The following are charges for each piece of equipment that is not returned at the end of the season:

Varsity Game Jersey	\$135	Varsity Game Pant	\$90
Varsity Practice Jerseys	\$20	Varsity Practice Pants	\$30

Freshmen Game Jersey	\$60	Freshmen Game Pants	\$40
Freshmen Practice Jersey	\$20	Freshmen Practice Pants	\$30

Knee Pads	\$3 each
Locks	\$5
Game Socks	\$10 (1 <sup>st</sup> Pair is Free)
Girdle	\$36
Mouth guards	\$2 (1 <sup>st</sup> 2 are Free)

# **LOCKER ROOM POLICIES**

**This is our home – take care of it!**

**Clean Up after yourself!**

**Put your spikes on outside**

**Take off your spikes before coming down into the locker room**

**Make sure you lock your locker – do not leave it open and unattended!**

**Do not bring valuable possessions or large sums of money to the locker room.**

**No Glass Containers in Locker Room**

**Wash your practice gear on a regular basis!**

**Wear a clean t-shirt to practice every day**

**Lock up your football equipment every day – you are responsible for all issued equipment!**

# INDIVIDUAL HIGHLIGHT VIDEOS

## Creating Highlights with HUDL

### Account Set-Up

- Gain access to HUDL through Coach Kish
- Go to <http://www.hudl.com> and Log-In
- Make sure you have Microsoft Silverlight installed on your computer.
- Google Chrome is Hudl's preferred browser

### Open a Game

- Browse to the library feature, which will show a listing of each game that is available.
- Select the game you would like to watch, and check the corresponding box.
- The game and playlist will now be presented on your screen.

### Selecting a Highlight

- You may navigate through each play on the playlist to find the highlights you are looking for.
- When you find a play that you would like to make a highlight, click on the star icon.
- Select your name, and a highlight will be saved for you.

### Additional Features

- You may use the additional tools HUDL has to add special identifying characteristics to your highlight tape. This may include icons to identify yourself, slides with specific information, or music should you so choose. All music must be school appropriate.

### What Next?

- You have now the ability to purchase a highlight tape from HUDL at the end of the season.
- Coaches have the ability to send your highlight tape to specified colleges and universities. Please make all requests to Coach Kish.

# MEET THE THUNDER NIGHT

Pictures take place on Monday, August 19<sup>th</sup> starting at 4:00 PM

You can order pictures through Dustin Hoeper. This is between you and Dustin. Your check should be made out to him.

You will wear your home uniforms

Every varsity player must have an individual shot taken for the game program – even if you are not purchasing pictures.

The following group pictures will be taken after head shots:

- 2024 Team Picture – Varsity and 9<sup>th</sup> Grade
- Captains
- Grade
- Position Groups – WR's, QB's, RB's, OL, LB's, D Line, and DBs
- National Honor Society
- "A" Honor Roll
- "B" Honor Roll
- Managers
- Top Summer Lifters
- Coaches

Following formal pictures, parents can take the field and take any pictures they would like

6:00 PM	Tailgate Party starts
6:00 PM	Autograph signing with seniors
7:00 – 7:30 PM	Parent / Player Pictures at Tunnel
7:30 PM	All players report to locker room
7:45 PM	Warm-Ups
8:10 PM	Player Introductions
8:25 PM	Scrimmage (9 <sup>th</sup> grade on north end, varsity on south end)
9:30 PM	Firework Show

# THUNDER CARD FUNDRAISER

1. The Thunder Card Fundraiser is our biggest and best fundraiser of the year.
2. The QB Club raises \$50,000 annually for our football program:  
The Thunder cards account for almost half of this amount.
3. Where does the money go?
  - Equipment
  - Technology
  - Awards
  - Shirts
  - Banquet
  - Fund a 3<sup>rd</sup> 9<sup>th</sup> Grade Coach
  - Team Meals
  - Special Events
  - Transportation
4. You will receive 10 Thunder Cards on Monday July 15th. Each card sells for \$25. Your goal is to sell 10 cards minimum!!!
5. Make checks out to the Zimmerman QB Club. **We do take donations.**
6. Sell to your neighbors and relatives! Use email! If you sell one – ask if they need a second card!
7. Your goal is to have a minimum of 10 cards sold by Friday, August 16<sup>th</sup>. Turn your checks/money in to Talley Blazevic.
8. Our blitz will be held Monday, August 12<sup>th</sup>. The blitz begins at 6:00 PM and ends at 8:00 PM.

## Card Incentives

- 10 Cards – Get a card to keep or sell
- 20 Cards – Get a card and \$20
- 35 Cards - Get a card and \$50
- 50 Cards - Get a card and \$80

Top Seller earns \$200  
2<sup>nd</sup> place seller earns \$100

# ZIMMERMAN YOUTH FOOTBALL ASSOCIATION

We enjoy a great relationship with our youth football association. Our varsity players and coaching staff work closely with our youth players and coaches throughout the year. Three important events occur throughout the year.

Listed below are your responsibilities as a varsity football player:

## **Youth 1 Day Camp –May 5<sup>th</sup> at 6:00 – 8:00 PM**

All Varsity players are encouraged to participate in helping coach this one-day camp. Please wear some of your Zimmerman Football clothing. You will work with the coaches on drills as well as interact with the players providing encouragement and advice.

## **Summer Youth Camp – July 15<sup>th</sup> – 18<sup>th</sup> 6:00 – 8:00 PM**

All players grades 9-12 are encouraged to participate in helping coach the youth camp that coincides with our team camp. Please wear your home game jersey. You will work with the coaches on drills as well as interact with the players providing encouragement and advice.

## **Thunder Buddies**

Every ZYFA team will be “adopting” four Varsity players this year. The youth players look up to you as players and want to be a varsity player in the future. This is an opportunity to help our youth become better athletes and young people. You and a teammate will be assigned to one of our youth football teams. Player and team assignments will be posted in the locker room by Friday, August 16<sup>th</sup>.

All Varsity players are encouraged to attend two of your team’s games during the season. Please wear your game jersey to the game. You are expected to stay for a minimum of two quarters. You will receive your team’s schedule as soon as it is completed.

Think back to your youth football days....These players are the future Zimmerman Varsity players – Mentor them, Have Fun and Enjoy the Experience. Let’s make the Zimmerman Youth Football Program the best in Minnesota!!!

# PRESEASON SCRIMMAGE

**Date:** Saturday, August 24<sup>th</sup>  
**Time:** 9:30 AM – 11:30 AM  
**Location:** Zimmerman High School  
**Teams:** Cambridge-Isanti and Big Lake

## **Scrimmage Schedule / FYI**

Will be a 3 level scrimmage (Varsity, JV, and 9th Grade) all going on simultaneously and will start at 9:30 am

Scrimmage Format will be a mixer.

Parents are welcome and encouraged to attend.

Will be done at 12:00 pm

Players should arrive to school at 8:15 am for meetings/warm-ups.

## **SENIOR NIGHT: Wednesday, October 16<sup>th</sup> vs. Big Lake**

All senior football players and team managers will be recognized before the start of our game vs. Big Lake.

We ask that you take some time when you write your letter and communicate your gratitude to your parents for all they have done for you up to this point.

Senior players and managers will be announced as starting line-up. Players will run out of tunnel, greet Coach Kish, and then meet their parents at the middle of the 40-yard line. Once player greets parents, they will form a line on the Zimmerman sideline until all players and managers are announced.

Parents will line up at the goalpost on the south end of the football field at 6:45 p.m.

Managers will be announced first, followed by players in numerical order.

## **DAD'S NIGHT: Wednesday, October 16<sup>th</sup> vs. Big Lake**

All Dad's should meet at 5:00 PM in Coach Kish's Classroom (room 802)

Dad's will hear offensive, defensive, and special teams game plans for varsity coaching staff. At 5:30, dads will remain in the room for the pregame meeting with the coaches and players. Dads are then welcomed to be on the sideline during pregame warm-ups.

# MOM'S MIXER

## **Tuesday August 13<sup>th</sup>**

6:00 – 7:30 PM ZHS Cafeteria

All Moms are encouraged to attend with their child

## **Agenda**

6:00 – 7:00 PM – Dinner in Cafeteria with sons

7:00 – 7:15 PM – Coach Kish and Captains Address Moms

7:15 – 7:40 PM – Players introduce Mom(s)

7:40 – 8:15 PM – Varsity Game field – players will put mom through drills

# NUTRITION

## Guidelines for Proper Nutrition

As athletes, you must know facts about diet and dietary habits, in order to perform at your optimum level. Excess weight in the form of fat reduces the speed and endurance of any athlete.

A player who comes to practice without having eaten breakfast or lunch, or skimps on fluid intake during hot summer practices, is not going to reach his full potential and puts himself at serious risk of falling victim to heat illness – which ultimately affects the performance of the team.

Football is a stop-and-go sport with short burst of intense effort, followed by rest. Therefore, the primary fuel for football is carbohydrates. An ideal diet for football players requires 55 to 60 percent of their daily caloric intake to come from carbohydrates, 15 percent from protein and 30 percent from fat.

Simply stated, your diet should be 2/3 carbohydrates and 1/3 protein, with an emphasis on moderate fat. Carbohydrates-containing foods with lower fat should be emphasized.

### Pre-Game Meals

The primary goal for providing athletes with a pre-game meal is to fuel the body for competition. The best strategy is to choose lower-fat foods. Fats take longer to digest, so high-fat meals can leave the athlete with a full, heavy stomach and not enough energy to perform at his best. When planning a pre-game meal early in the day try to avoid foods such as, fried meats, fried potatoes, bacon, and sausage. Instead, choose foods that favor leaner protein and carbohydrates such as bread, cereal, and toast. For afternoon/evening games choose grilled, baked, or broiled meats, tomato instead of cream sauce, low-fat milk, and baked or broiled, instead of fried, potatoes. Additional food options for pre-game meals include:

- Turkey or ham subs, fruit salad, frozen yogurt
- Eggs, waffles, ham, fruit
- Pasta with red meat sauce, grilled chicken, salad and fruit
- Smoothie, cereal, fruit
- 8-ounce cuts of steak with carbohydrates on the side.
- For beverages: sports drinks, juices, and water.

***AVOID "HIGH ENERGY" DRINKS (i.e. 5 Hour Energy, Monster, etc.) AS THEY ARE HEAVILY CAFFINATED AND GIVE THE PERCEPTION OF HAVING MORE ENERGY. IN REALITY, HOWEVER, THEY ARTIFICIALLY ELEVATE HEART RATES, SLOW REACTIONS, AND DECREASE THE ABILITY TO DISSIPATE HEAT.***

## Post Game Meals

Before you sit down for a meal, you should begin by replenishing your fluids and carbohydrates immediately following the game, sports drinks, pretzels, granola bars, or fruit. This is usually the hungriest time for the players, some good choices include:

- Steak, rice
- Salmon, green beans, and corn
- Roast beef, mashed potatoes and salad
- Hamburgers, grilled chicken sandwiches, baked potato and juice

## Weight Gain

When it comes to weight loss or weight gain, both must happen in small increments. In order to add Lean Muscle Mass and discard Fat Mass you must combine a proper nutritional plan and strength training program. By adding or subtracting the extra 500 to 1000 calories you are allowing your body to change its composition.

To gain 1 to 2 pounds per week, you must add 500 to 1000 calories per day to equal 3,500 extra calories a week. Simply put you must take in more calories than you burn off.

- Eat 4 to 5 meals plus 2 to 3 snacks a day.
- Try to eat one-quarter more at every meal and snack.
- Keep snack food around to nibble on.
- Add higher calorie foods to every meal: granola instead of sugared cereal.
- Add nuts to cereal or snacks.
- Add more protein, but only four ounces more a day, through food, **not supplements.**
- Choose cheese, low-fat lunchmeats, an extra piece of chicken, milk and yogurt.
- SLEEP 8-9 **UNINTERRUPTED** hours/night as this is when the body recovers and **GROWS!** Turn off cell phones prior to bed.

## Weight Loss

To lose 1 to 2 pounds a week you must subtract 500 to 1000 calories per day to equal 3,500 calories per week.

- Eat more fruits and vegetables.
- Limit fast food intake or make healthy fast-food choices.
- Drink more water.
- Limit your amount of soda, candies, desserts, and other simple sugars.
- Do not eat any fried foods.
- Do not restrict carbs.
- Do not skip meals but do decrease portion size. It is usually not the pasta that is the problem but the amount that you choose to eat.
- Trim calories by cutting down on condiments and snacks.
- Many find it easier to lose weight by eating smaller, more frequent meals that are more evenly divided throughout the day, instead of three meals.
- Decrease calories from beverages by diluting juices, choosing diet soda or iced tea, and using smaller glasses.
- Include filling foods such as protein and foods that require chewing: salads, vegetables, a baked potato, meat, fruits.
- When eating fast food, choose regular instead of super-size meals. Put snacks into a bowl instead of sitting down with the whole bag.
- SLEEP 8-9 **UNINTERRUPTED** hours/night as sleep deprivation promoted fat storage! Turn off cell phones prior to bed.

Adapted from Nutrition Guide for Football, Doug Sellmann Strength & Conditioning Coach Hunterdon Central Regional High School, 2005

# HYDRATION

## Guidelines for Proper Hydration

Optimal bodily function and peak athletic performance cannot be achieved without proper fluid intake before, during and after competition. Athletic performance begins to decrease dramatically with as little as 1% dehydration. Keep in mind; once you've become thirsty, you are already behind in performance.

### **Before Competition**

Begin all workouts well hydrated. You can tell your body is properly hydrated by the color of your urine. In general, the lighter the color of your urine, the better hydrated your body is.

Drink about one fluid ounce for every ten pounds of body weight, at least four hours before exercise. 10-20 minutes before exercise, drink at least 7-10 fluid ounces.

Weigh in and record your weight.

### **During Competition**

Due to the nature of football, including the equipment, time of year, and intensity of competition; athletes must be aware of the amount of fluid they lose throughout.

Fluid replacement should be near sweat and urine losses. This requires drinking 7-10 fluid ounces every 10-20 minutes during intense competition.

### **After Competition**

Post-workout hydration should aim to correct any fluid loss. The best way to do this is to take pre-workout body weight - post-workout body weight.

Athletes should take in approximately 24 fluid ounces per pound lost.

### **Sport Drinks / Energy Drinks**

Sport Drinks - Gatorade™ and Powerade™ are acceptable forms of fluid for rehydration. They work well at replacing lost electrolytes during intense exercise. However, there is no substitute for a good diet that includes adequate amounts of water.

Energy Drinks & Caffeinated Beverages are not acceptable forms of hydration. These drinks work as a diuretic which increase the rate at which the body expels fluid. Energy drinks do not provide sustainable energy for the body and create a crash effect after they wear off.

Adapted from: "NATA Position Statement: Fluid Replacement for Athletes," by Douglas J. Casa, PhD, ATC, CSCS; Lawrence E. Armstrong, PhD, FACSM; Susan K. Hillman, MS, MA, ATC, PT; Scott J. Montain, PhD, FACSM; Ralph V. Reiff, MEd, ATC; Brent S. E. Rich, MD, ATC; William O. Roberts, MD, MS, FACSM;; Jennifer A. Stone, MS, ATC.

# REST & SLEEP

## Sleep, Rest & Recovery

The human body can only attain the highest level of performance if the physical needs of the body are being met. Sleep and rest directly relate to the body's ability to repair itself and to perform at the optimum level. Sleep is a physical need of the human body; without it, the body will not function efficiently.

### **What is Rest vs. Sleep?**

**Rest** is defined as *stopping of work or activity* therefore when an athlete rests it is simply taking time away from activities that involve physical activity or exhaustion. This is a conscious effort to find relaxation and may involve staying off of your feet or *relaxing*.

**Sleep** is physically committing oneself to restful sleep for an extended period of time. Teenagers need a minimum of **9 hours of sleep per night**. In season or during fall camp, you may need more due to the physical and psychological demands being put on your body.

### **Why Do I Need Sleep?**

While you are sleeping, your body is repairing and recovering from the physical and psychological events of the day. Not getting enough sleep can lead to serious issues that hurt performance including:

- memory problems
- depression
- fatigue
- decreased reaction time
- compromised immunity
- increased perception of pain
- increase in fat mass/decrease in lean mass

Recent studies have shown that physical performance is greatly affected by the amount of sleep an athlete receives. If you do not assist your body in recovering from the daily stresses it faces, you will not be able to perform at the highest level.

### **Recovery**

When your body recovers it repairs damaged muscle tissue, releases hormones to help you grow and develop properly, and balances neurotransmitters in your brain. The recovery your body experiences results in you:

- feeling rested
- feeling satisfied or happy
- dealing with physical and psychological stresses appropriately
- decreasing the amount of stiffness or soreness you feel
- becoming stronger

# Zimmerman Football Social Media Policy

- 1. Assume Nothing is Private:** This includes direct messaging. If you write it, you own it.
- 2. Remember that your audience is vast:** You have no idea who will ever see what you write on the internet. Anyone from your best friend on the team, to your head coach, to players from our biggest rivals to your teachers can see what you post. Your microphone to the world is right at your fingertips. Be wise.
- 3. Never Post Pictures from the Locker Room**
- 4. Complaining** about your coaches or teammates will not solve anything. Talk to them directly to solve problems to make yourself and team better.
- 5. Do not talk negatively about your opponents** – do not trash talk. Be classy and stay away from giving our opponents locker room material.
- 6.** If you **retweet** something, you agree with it.
- 7. Do not discuss injuries:** Either yours or any of your teammates.
- 8. Play with your pads and skills, not your mouth and your fingers on the keyboard!!**

Student-athletes who violate the Zimmerman High School Football Program Social Media Policy may result in disciplinary action – including temporary or permanent suspension from the team – as determined by Athletic Director and Head Coach



# VIDEO STUDY SHEETS

OUR COACHING STAFF HAS PUT TOGETHER VIDEO STUDY SHEETS FOR EACH POSITION GROUP. BY GAME TIME YOU SHOULD KNOW THE INFORMATION THAT IS LISTED UNDER YOUR POSITION. VIDEO IS A GREAT TOOL AND CAN GIVE YOU AN ADVANTAGE...IF YOU USE IT.

<b>-QUARTERBACKS</b>	<b>Page 38</b>
<b>-RUNNING BACKS</b>	<b>Page 39</b>
<b>-WIDE RECEIVERS</b>	<b>Page 40</b>
<b>-OFFENSIVE LINE/TIGHT ENDS</b>	<b>Page 41</b>
<b>-CORNERS</b>	<b>Page 42</b>
<b>-SAFETIES</b>	<b>Page 43</b>
<b>-INSIDE LINEBACKERS</b>	<b>Page 44</b>
<b>-OUTSIDE LINEBACKERS</b>	<b>Page 45</b>
<b>-DEFENSIVE LINE</b>	<b>Page 46</b>

# VIDEO STUDY: QUARTERBACKS

-What is their base coverage?

-Do they play Middle of the Field Open MOFO (Cover 0, 2, 4) or Middle of the Field Closed MOFC (Cover 1 and 3).

-Can you tell the coverage by their pre snap alignment?

-Beyond the MOFO or MOFC for the safeties, what is the depth, where are the eyes and what is the leverage of the Corners pre-snap? Does anything change post-snap if the safeties roll (From a cover 2 to Cover 1 or 3 look for example).

-Based on Middle of the Field Open, do the linebackers move forward or laterally or do they drop into their zone responsibilities post snap?

-Does the defense have tendencies with their coverages and pressures/blitzes (1st Down, 2nd and long, etc.)?

-Do they move after the snap of the ball?

-Who is their strongest cover man? What number is he? Does he play on one side of the ball or against a certain man?

-Who is their weakest cover man? What number is he? Does he play on one side of the ball or against a certain man?

-Where do they tend to blitz? What downs?

-What coverage do they like to play behind their blitz?

-Where are they susceptible?

# VIDEO STUDY: RUNNING BACKS

Our Film- Check for following

- Correct alignment
- Correct first step
- Correct target/aiming point
- Correct assignment (did block the correct player/ stay inside the blocker)
- Correct technique (Ball security, blocking)
- Effort throughout the play

Opponent- Check for the following

- Pause the film before each play and go over who you would block on runs/pass
- Watch the players you would be blocking to see their demeanor and technique
- Look for alignment variations that tell show they will blitz or stunts
- How do they defend third down?
- How do they defend short yardage?

# VIDEO STUDY: WIDE RECEIVERS

1. What is the opponent's base defense?
2. What coverage's do they run the most?
  - Cover 1, 2, 3, or 4
  - Man or zone
3. Identify defensive personnel. Who are the safeties, corners, and OLBS'?'
  - Starters name
  - Number
  - Grade
  - Strengths/weaknesses
  - Back up's Name and/or Number
  - Back up's strengths and weaknesses
4. 1 safety high or 2.
5. How are the corners playing?
  - Are they off?
  - What is his depth?
  - Do they press?
  - Is he aggressive?
6. How do they adjust to:
  - Slot 2 X 1
  - Hog 2 X 2
  - Tom 3 X 1
  - Etc.
7. What is their defense trying to do? What are their adjustment trying to do?
8. What are your plans to maximize your strengths while taking advantage of the opponents' weaknesses and limiting his strengths by maximizing your weaknesses?

# VIDEO STUDY: OFFENSIVE LINE & TIGHT ENDS

- 1) What is their base front? (Okie 2, Okie 3, Eagle 2, Eagle 3, Even 2, Even 3)
- 2) Does the "D" Line slant? Do the "D" Linemen tip if off when they do?
- 3) Does the "D" Line stem before the snap?
- 4) Do the "D" Line Twist? Do they tip it off?
- 5) What are their top 3 blitzes? (Diagram them)
- 6) Do LB's tip off when they are going to blitz?
- 7) Analyze the defender(s) that play directly across from you: Strength/weakness
- 8) What is their goal line/short yardage front?
- 9) Do "D" Linemen cross face or spin vs. down blocks?
- 10) Do "D" Linemen/OLB's spill or leverage kick out blocks?
- 11) How do "D" Linemen react to screen and draw?
- 12) What is the favorite pass rush move used by the defender across from you?

# VIDEO STUDY: CORNERS

1. What are their favorite formations
2. What is down and distance when they pass
3. What are their favorite route combinations/Who is favorite receiver(s)
4. Do they show run block right away?
5. What are WR's blocking ability
6. What are their trick or special plays?

# VIDEO STUDY: SAFETIES

Study (keep your eyes on) your keys (primary / secondary) rather than just following the football!

1. Try to find tendencies based on offensive personnel's body language, vision, split, stance, demeanor, etc.
2. Try to gauge opponent's talent / speed / physicality / etc.
3. See what gives opponent problems and see what the opponent handles easily
4. What are their favorite plays

# VIDEO STUDY: INSIDE LINEBACKERS

1. what system of offense do they deploy
2. who are their go to guys
3. favorite 3 runs
4. favorite 2 passes
5. formation tendencies
6. D & D tendencies
7. which lineman gives the best pre-snap run pass key
8. are there any automatics
9. Line splits
10. key rule breakers
11. who is their best O-Lineman
12. what do they do when they need a play
13. are they repeaters of successful plays
14. 2 minute offense
15. no huddle
16. can we take advantage of a rhythmic cadence with pressure
17. what are the keys to success against them
18. what are the QBs strengths
19. what are the QBs weaknesses
20. how can we impose our will on them.

# VIDEO STUDY: OUTSIDE LINEBACKERS

1. What are the formations that they use the most? (i.e. Pro, Pro Twin, Trip, Tight/Wing)
2. What surface (2 or 3 man) do they predominantly use on use my side?
3. Study/Identify the EMOL that I will be playing over the most. Does he give any pre-snap tendencies in his stance? (run or pass). What is his pad level? How does he set when he pass blocks?
4. Study the Triangle. Know the type of athletes the Fullback/Guards are.
5. What kind of player is the tailback? What kind of speed does he possess? Does he prefer to run over/or away from the defense?
6. What kind of player is the QB? Is he a runner when pressured?
7. Have they shown bootleg? How often?
8. What run play do they go to when they need a big play?
9. What pass play do they go to when they need a big play?
10. How can I make the biggest impact against this opponent?

# VIDEO STUDY: DEFENSIVE LINE

1. Who is their best "O" Lineman
2. Do they flip-flop their line (i.e.) strong and weak? -or- Just the TE
3. Does the man you align on take you to the ball 100% of the time?
4. In the run game do they make any adjustments in **stance, alignment, splits** or **depth**?
5. What are their best running plays? Do they Trap? Veer or Influence?
6. The man you align on does what well in the run game?
7. What is his weakness in the run game? How will you exploit it?
8. Do they cut running plays back frequently?
9. The man you are aligned on does what on drop back pass plays? (Circle)

GREAT HANDS

ONE HAND

NO HANDS

QUICK SET

OVER SET

TURN SET

DEEP SET

SOFT SET

10. Does he use high hand plant or low hand plant?
11. Does he ride or recoil his hands?
12. Where is he weak? How will you take advantage of this?
13. Ends/ Tackles – Do their tackles stay on the set line?
14. Noses / Tackles - Do their centers and guards set vertically or horizontally?
15. Do they cut-block in the pass game?
16. Are they a man blocking team or a zone blocking team?
17. Can the QB run? Where does he usually flush under pressure?
18. Are there any D&D tendencies? Backfield tendencies?
19. WHAT MUST WE DO TO WIN?



# UNITED STATES OF AMERICA



"We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness."

-Declaration of Independence

# WHY THE AMERICAN FLAG IS FOLDED 13 TIMES

(1) The first fold of our flag is a symbol of life

(2) The second fold is a symbol of our belief in eternal life.

(3) The third fold is made in honor and remembrance of all the veterans departing our ranks who gave a portion of their lives for the defense of our country to attain peace throughout the world.

(4) The fourth fold represents our weaker nature, for as American citizens trusting in God, it is to Him we turn in times of peace as well as in time of war for His divine guidance.

(5) The fifth fold is a tribute to our country, for in the words of Stephen Decatur, "Our Country, in dealing with other countries may she always be right; but it is still our country, right or wrong."

(6) The sixth fold is for where our hearts lie. It is with our heart that we pledge allegiance to the flag of the United States of America, and to the Republic for which it stands, one Nation under God, indivisible, with Liberty and Justice for all.

(7) The seventh fold is a tribute to our Armed Forces, for it is through the Armed Forces that we protect our country and our flag against all her enemies, whether they be found within or without the boundaries of our republic.

(8) The eighth fold is a tribute to the one who entered into the valley of the shadow of death, that we might see the light of day, and to honor mother, for whom it flies on Mother's Day.

(9) The ninth fold is a tribute to womanhood; for it has been through their faith, their love, loyalty and devotion that the character of the men and women who have made this country great has been molded.

(10) The tenth fold is a tribute to the father, for he, too, has given his sons and daughters for the defense of our country since they were first born.

(11) The eleventh fold, in the eyes of a Hebrew citizen represents the lower portion of the seal of King David and King Solomon, and glorifies in their eyes, the God of Abraham, Isaac, and Jacob.

(12) The twelfth fold, in the eyes of a Christian citizen, represents an emblem of eternity and glorifies, in their eyes, God the Father, the Son, and Holy Spirit.

(13) When the flag is completely folded, the stars are uppermost reminding us of our nation's motto, "In God We Trust". After the flag is completely folded and tucked in, it takes on the appearance of a cocked hat, ever reminding us of the soldiers who served under General George Washington, and the sailors and marines who served under Captain John Paul Jones, who were followed by their comrades and shipmates in the Armed Forces of the United States, preserving for us the rights, privileges, and freedoms we enjoy today.

Always remember this when you see a soldier, policeman, or firefighter. They have paid the ultimate sacrifice for all of us by honoring our flag and our Country. It is a special privilege to be an AMERICAN!

# THE STAR SPANGLED BANNER



Oh, say can you see by the dawn's early light  
What so proudly we hailed at the twilight's last gleaming?  
Whose broad stripes and bright stars thru the perilous fight,  
O'er the ramparts we watched were so gallantly streaming?  
And the rocket's red glare, the bombs bursting in air,  
Gave proof through the night that our flag was still there.  
Oh, say does that Star - Spangled Banner yet wave  
O'er the land of the free and the home of the brave?

On the shore, dimly seen through the mists of the deep,  
Where the foe's haughty host in dread silence reposes,  
What is that which the breeze, o'er the towering steep,  
As it fitfully blows, half conceals, half discloses?  
Now it catches the gleam of the morning's first beam,  
In full glory reflected now shines in the stream:  
'Tis the star-spangled banner! Oh long may it wave  
O'er the land of the free and the home of the brave!

And where is that band who so vauntingly swore  
That the havoc of war and the battle's confusion,  
A home and a country should leave us no more!  
Their blood has washed out their foul footsteps' pollution.  
No refuge could save the hireling and slave  
From the terror of flight, or the gloom of the grave:  
And the Star - Spangled Banner in triumph doth wave  
O'er the land of the free and the home of the brave!

Oh! thus be it ever, when freemen shall stand  
Between their loved home and the war's desolation!  
Blest with victory and peace, may the heav'n rescued land  
Praise the Power that hath made and preserved us a nation.  
Then conquer we must, when our cause it is just,  
And this be our motto: "In God is our trust."  
And the Star - Spangled Banner in triumph shall wave  
O'er the land of the free and the home of the brave!

**WHEN THE NATIONAL ANTHEM IS PLAYED BEFORE EVERY GAME, PUT YOUR  
RIGHT FOOT ON THE SIDELINE, BE SILENT AND STAND TALL WITH YOUR EYES  
ON THE FLAG. REMEMBER THE SACRIFICE ALL THOSE BEFORE YOU HAVE  
MADE SO THAT YOU CAN LIVE IN FREEDOM AND PLAY THE GAME OF  
FOOTBALL.**

# WHAT IT MEANS TO BE AN AMERICAN

**Captain John S. McCain, U.S. Navy**

As you may know, I spent five and one half years as a prisoner of war during the Vietnam War. In the early years of our imprisonment, the NVA kept us in solitary confinement or two or three to a cell. In 1971 the NVA moved us from these conditions of isolation into large rooms with as many as 30 to 40 men to a room. This was, as you can imagine, a wonderful change and was a direct result of the efforts of millions of Americans on behalf of a few hundred POWs 10,000 miles from home.

One of the men who moved into my room was a young man named Mike Christian.

Mike came from a small town near Selma, Alabama. He didn't wear a pair of shoes until he was 13 years old. At 17, he enlisted in the US Navy. He later earned a commission by going to Officer Training School. Then he became a Naval Flight Officer and was shot down and captured in 1967.

Mike had a keen and deep appreciation of the opportunities this country-and our military-provides for people who want to work and want to succeed. As part of the change in treatment, the Vietnamese allowed some prisoners to receive packages from home. In some of these packages were handkerchiefs, scarves and other items of clothing. Mike got himself a bamboo needle. Over a period of a couple of months, he created an American flag and sewed on the inside of his shirt.

Every afternoon, before we had a bowl of soup, we would hang Mike's shirt on the wall of the cell and say the Pledge of Allegiance. I know the Pledge of Allegiance may not seem the most important part of our day now, but I can assure you that in that stark cell it was indeed the most important and meaningful event.

One day the Vietnamese searched our cell, as they did periodically, and discovered Mike's shirt with the flag sewn inside, and removed it. That evening they returned, opened the door of the cell, and for the benefit of all us, beat Mike Christian severely for the next couple of hours. Then, they opened the door of the cell and threw him in. We cleaned him up as well as we could.

The cell in which we lived had a concrete slab in the middle on which we slept. Four naked light bulbs hung in each corner of the room. As I said, we tried to clean up Mike as well as we could. After the excitement died down, I looked in the corner of the room, and sitting there beneath that dim light bulb with a piece of red cloth, another shirt and his bamboo needle, was my friend, Mike Christian. He was sitting there with his eyes almost shut from the beating he had received, making another American flag.

He was not making the flag because it made Mike Christian feel better. He was making that flag because he knew how important it was to us to be able to pledge allegiance to our flag and our country.

So the next time you say the Pledge of Allegiance, you must never forget the sacrifice and courage that thousands of Americans have made to build our nation and promote freedom around the world. You must remember our duty, our honor, and our country.

**"I pledge allegiance to the flag of the United States of America and to the republic for which it stands, one nation under God, indivisible, with liberty and justice for all."**



# THE CHAMPION'S MANUAL ABOVE THE LINE

FOUNDATION | R FACTOR  
CULTURE | RELENTLESS EFFORT  
COMPETITIVE EXCELLENCE | POWER OF TEAM  
THE NECESSITY OF ALIGNMENT  
10-80-10 PRINCIPLE | THINK LIKE A LEADER  
POWER OF BELIEF

# FOUNDATION | | WEEK 1

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Every day is a battle for how you will live your life. Above the Line or Below the Line

The performance of a team rises and falls on behavior.

Above the Line behavior (winning) is intentional, on purpose, and skillful. Below the Line behavior is impulsive, on autopilot, and resistant.

Below the line behavior is comfortable and convenient. It is the path of least resistance. It is your default response.

Getting and staying Above the Line is foundation for success in anything you do. It does not come naturally. It must be taught and learned.

The best outcomes are the result of getting and staying Above the Line. The people and teams who consistently produce exceptional results are those who have trained themselves to perform intentionally, on purpose, and skillfully when it matters most.

Beware of BCD: blame, complain, defend. BCD has never solved a problem, achieved a goal, or improved a relationship. People who BCD do not own their mistakes and are not accountable. BCD creates a culture of excuse making and victimization. Stop wasting your time and energy on something that will never help you. Ruthlessly eliminate BCD from your life.

It starts with leadership. If you want the people on your team to perform Above the Line, then you must lead Above the Line.

A team that behaves Above the Line will have an uncommon commitment to each other and be willing to put in the hard work necessary on a daily basis to achieve their mission.

# R FACTOR | | WEEK 2

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**“It’s not what happens that matters. It’s how you respond”**

Event + Response = Outcome (E+R=O)

Success is not determined by the situations you experience. Success is determined by how you manage the R.

The R factor disciplines are the essential skills for getting and staying Above the Line.

**Six Disciplines are:**

**1. Press Pause:** When encountering a difficult situation, press pause and ask yourself, what does this situation require of me? This action gets you off autopilot and helps you gain clarity. Helps you avoid doing something foolish. Helps you focus on acting with a purpose. Depending on the situation, your pause could last a few seconds, minutes, hours, or even days.

**2. Get Your Mind Right:** Elite performers win in their mind first. The thoughts that win the battle for your mind will direct your life. Mental state affects physical performance. Must have high-performance self-talk. “The voice in your mind is a powerful force. Take ownership of that force. When your mind is right you have a purpose mindset. A purpose mindset embraces discomfort because it realizes knows that discomfort is necessary in order to practice and compete at an elite level.

**3. Step Up:** Understand the situation, be clear about what is required of you, then respond Above the Line. Your R is most important when the E is most difficult. Under pressure, we do not rise to the occasion. We rise or fall to our level of training. Under pressure only the R factor habits that will be available to you are the ones you have purposefully built into your life. Every team faces some kind of adversity. Mediocre teams are destroyed by it, good teams survive it, great teams get better because of it.

**4. Adjust and Adapt:** Must be flexible and responsive in today’s competitive environment. Best athletes are able to adjust and adapt to changing circumstances. Our world is ruthless to people who fail to adapt. If what you are doing isn’t working, change it. Don’t blame the E, choose a better R. Make sure your habits of today are in alignment with the dreams and goals you have for tomorrow.

**5. Make a Difference:** Your R is an E for others. Your attitude and behavior have a profound impact on your teammates and your coaches. You don't get the team you want - you get the team you help build. What kind of Es are you giving to your teammates and coaches? Make the people around you better.

**6. Build Skill:** Elite performers are the ones who are relentless about building skill beyond their talent. Talent is a gift. Greatness is a choice. Talent itself will never take you to an elite level. Exceptional performance is the result of an uncommon level of focus and discipline in the pursuit of greatness. Complacency is the enemy of exceptional. Embrace discomfort and grow beyond your talent.

# CULTURE |



VS.



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## Leaders create culture. Culture drives behavior. Behavior produces results.

Culture is what allows teams with less talent to beat teams with more talent. The power of culture lies in its ability to engage hearts and minds, align effort, and energize the behavior called for by your strategy.

Nothing affects daily execution more powerfully than culture. On teams driven by intentional culture, attitude and effort are focused in the same direction, and the foundation for success has been created. Players have an uncommon commitment to each other and trust is strong. Communication is real and problems are solved. Effort is relentless and execution is strong.

The behavior of your people is a reflection of the culture you create.

Every organization has a culture either by design or default.

Culture eats strategy for lunch. Talent, schemes, tactics, and plans cannot replace a strong culture. A great culture can make even a mediocre strategy successful, but a weak culture will undermine even the best strategy.

Winning behavior will not thrive in a culture that does not support it.

### Our Culture:

**Relentless Effort:** Go as hard as you can, four to six seconds, point A to point B

**Competitive Excellence:** Constant focus on both physical and mental reps.

**Power of Team:** Uncommon commitment to each other and to the work necessary to achieve our purpose. We want to create a brotherhood of trust and combat motivation.

### How do we achieve this culture?

1. Believe it
2. Sell it
3. Demand it

# RELENTLESS EFFORT



## Embrace the Grind

The foundation of success is relentless effort. We go four to six seconds, point A to point B, as hard as we can go. It is what we believe and how we behave. It is who we are. It is how we practice and how we play. It is our standard. Accept nothing less from yourself. Accept nothing less from your teammates.

Elite is not about how talented you are. It is about how tough you are. To achieve anything great in life, you have to fight for it. Every day. The grind is both mental and physical.

Success is cumulative and progressive. So failure. It is the result of what you do every day.

Relentless effort (not talent or intelligence) is the key to achieving great things in your life. By acting Above the Line consistently over time you can accomplish almost anything. Sometimes it's a grind. Sometimes tedious and uncomfortable things are required for success. That means doing what needs to be done even though you don't feel like it.

If you want to win in the future, you must grind today. And then tomorrow and the next day and the next. Many people give up – they compromise – much too easily when life gets difficult. Be the exception and step up to the challenges you face. The ability to grind separates the elite from the average.

# COMPETITIVE EXCELLENCE



## The best “gamers” are the best “practicers”

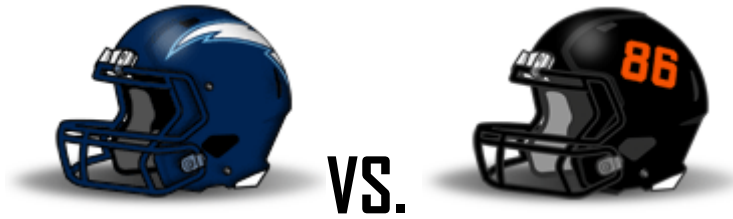
You will play like you practice. You can't practice on autopilot and play with a purpose. How you compete in practice will determine how you compete in games. Autopilot is the enemy of greatness.

Elite performance requires elite preparation. Competitors have a fierce desire to win. They desire to excel and hate to lose. They have a powerful combination of drive and discipline: the drive to do the work necessary to prepare, and the discipline to do the right work.

Developing skill requires lots of reps. Physical and mental reps. Every rep counts. No wasted reps. Every. Rep. Matters.

You never know when your opportunity will come. The key is to be prepared.

# POWER OF TEAM



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## The Brotherhood of Trust and Combat Motivation

Team cohesion is the bond, the deep interpersonal connection, created among members of the unit.

Soldiers fight for each other. Not because of hate for their enemy, but for love of the men next to them and behind them.

People do not experience your intentions; they experience your behavior.

Trust is built when people have repeated experience of your behavior in three areas:

1. Character: built through repetitively doing what you say you will do.
2. Competence: Doing your job and making the team better.
3. Connection: Showing others your care, listen, and are fully engaged.

The strength of a team is determined by the strength of connections on the team.

High levels of performance require deep levels of trust. Deep trust creates a very special brotherhood.

There is no more powerful force than a group of men who share an uncommon commitment to each other and to achieving their mission.

# THE NECESSITY OF ALIGNMENT



In order to achieve elite performance, alignment is essential. When a team is aligned, everyone understands and is fully committed to the team's purpose, culture, and strategy.

An aligned organization gets things done faster and with better results, and is more agile and responsive to the competitive environment. Without alignment, even with the best strategy, a team cannot perform at an elite level.

Achieving alignment requires effective leadership. Avoid the extremes of command and control and leniency. Find the balance. In order to achieve alignment leaders must:

1. Communicate team's purpose and culture with exceptional clarity and relentless consistency.
2. Hold everyone accountable. If someone is out of alignment, deal with it quickly and decisively.

Bring in people who believe in what you are doing and will help make it better.

# THE 10-80-10 PRINCIPLE



## How to Build an Elite Team

Every team or organization consists of three groups:

1. The top 10%: disciplined, driven, self-motivated, want to be great, and work relentlessly.
2. The 80%: the majority – those who do a good job and are relatively reliable.
3. The bottom 10%: disinterested and defiant.

The key to success is moving as many of the 80% into the 10% as you can. The top 10% needs to be intentional about moving members of the 80% into the top 10%.

Time is a limited resource. Stop wasting it trying to motivate the bottom 10%.

Four approaches to move the 80% top 10%.

1. Mastery and belief: Remind them of the quality of leadership. Let them know they are being taught by masters of their craft.
2. Harness the power of the elite: Everybody wants to be around the top 10%. Use this to motivate the 80%
3. Ownership: The more sense of ownership you can instill in your people, the more motivated they will be to push you into the top 10%.
4. Positive Peer Pressure: Everybody is pushing each other to get better.

# THINK LIKE A LEADER



## **“A Public Opinion Poll is no Substitute for Thought.” – Warrant Buffett**

Invest the time to think. Make it a priority. Leaders think deeply, originally, and often, bravely. Leaders wheels rarely stop turning. A breakthrough idea can come to you at any time.

When things aren't going right, the most important things you can do is slow down, go deep, and figure out why.

Encourage your people to bring new ideas to you. And when they do, listen.

Exceptional leaders think about common things in an uncommon way. They do not react. They see, they think, and they respond.

# POWER OF BELIEF



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The highest levels of performance are empowered by the deepest levels of belief.

Belief creates vision. It sees the invisible. It sees the goal and the pathway that are required to accomplish the goal.

Belief creates strength of will. It animates the ability to respond to any situation with extraordinary toughness, tenacity, and perseverance.

Belief create resilience, the ability to respond and bounce back from adversity. It's about making your R stronger than any E you face. When confronted with difficult situations, elite performers waste zero energy worrying or engaging in BCD behavior.

Randy Pausch, the author of *The Last Lecture*, wrote this about adversity:

*The brick walls are there for a reason. The brick walls are not there to keep us out. The brick walls are there to give us a chance to show how badly we want something. The brick walls are there to stop the people who don't want it badly enough.*

Belief ignites and activates. It gives you full access to your talents and abilities.

Under competitive pressure, strong belief will pull your performance up: weak belief will pull it down.

Belief is not simply about individual performance. It is an essential element of exceptional team performance. Shared belief empowers a team to operate at full capacity. Belief is a force multiplier. One man believes and the man next to him believes and before you know it, it grows exponentially. An elite team has an elite level of belief.

# BELIEF |



# | PLAYOFFS

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## Faith + Attitude + Preparation = Belief

- **Faith is the Foundation of Belief**

“Nothing will come of nothing. Dare mighty things.” – William Shakespeare

“Be Courageous! Have faith! Go forward!” - Thomas Edison

“Faith is the confidence that what we hope for will actually happen; it gives us assurance about things we can’t see.” – Hebrews 11:1

“The Hall of Fame is only good as long as time shall be, but keep in mind, God’s Hall of Fame is for eternity! To have your name inscribed up there is greater more by far, than all the fame and all the praise of every man-made star!” - Author unknown

“Champions believe in themselves even if no one else does.” – Author Unknown

“To disbelieve is easy; to scoff is simple; to have faith is harder.” – Louis L’Amour

“Faith is believing what we do not see. The reward of faith is to see what we believe.” - Augustine

“We are only beaten when we cease to believe what we can be.” – Author Unknown

“There can be no progress if people have no faith in tomorrow.” – John F. Kennedy

- **Attitude Fuels Belief**

You have to believe you're great. You have to have an air about you. My success wasn't because I was a great talent, but because I wanted it more than anybody else. Every minute I step on that field, I want to prove I'm the best player in the league. - Brett Favre

A true champion knows how to overcome doubts and manage those doubts and turn them into motivation. - Misty Hyman, Olympic swimming champion

Don't limit yourself. Many people limit themselves to what they think they can do. You can go as far as you mind lets you. What you believe, you can achieve. - Mary Kay Ash

To accomplish great things, we must not only act, but also dream, not only plan, but also believe. - Anatole France

### **WALTER D. WINTLE | THE MAN WHO THINKS HE CAN**

If you think you're beaten, you are;  
If you think you dare not, you don't.  
If you'd like to win but think you can't,  
It's almost a cinch you won't.  
If you think you'll lose, you're lost,  
For out in the world we find  
Success begins with a fellow's will;  
It's all in the state of mind.

Full many a race is lost  
Ere ever a step is run,  
And many a coward fails  
Ere ever his work's begun.  
Think big, and your deeds will grow;  
Think small and you'll fall behind.  
Think that you can, and you will;  
It's all in the state of mind.

If you think you're outclassed, you are;  
You've got to think high to rise.  
You've got to be sure of yourself before  
You can ever win a prize.  
Life's battles don't always go  
To the stronger or faster man,  
But soon or late the man who wins  
Is the fellow who thinks he can.  
It's all in the state of mind!

- **Preparation Feeds Belief**

Winning is the science of being totally prepared. - George Allen

Confidence comes from being prepared. - John Wooden

Most battles are won before they are fought. - Sun Tzu

Spectacular achievements come from unspectacular preparation. - Roger Staubach

Before I'd get in the ring, I'd have already won or lost it on the road. The real part is won or lost somewhere far away from witnesses - behind the lines, in the gym and out there on the road, long before I dance under those lights. - Muhammad Ali

The secret of our success is found in our daily agenda. - John C. Maxwell

Yelling doesn't win ball games. It doesn't put any points on the scoreboard. And I don't think words win ball games all the time. Players do. Preparation does. - Jerry Tarkanian

Luck is what happens when preparation meets opportunity. - Unknown

Chance favors those who are prepared. - Louis Pasteur

We are only beaten when we cease to believe what we can be – Unknown