

Asociación Española de Entrenadores de Baloncesto











# XXVIII VIAJE AEEBAUSA 18-27 NOV 2022

THIRD AEEB IBERO-AMERICAN BASKETBALL COACHES **CONGRESS IN THE USA** 

> TRABAJO REALIZADO POR: PEDRO J ARGACHAL MANGADO DELEGADO TÉCNICO AEEB - ENTRENADOR SUPERIOR FEB



#### THIRD AEEB IBERO-AMERICAN BASKETBALL COACHES CONGRESS IN THE USA

### SUMMARY

























The 28th AEEB trip to the USA took place in the cities of **Sacramento** and **San Francisco**, the latter considered one of the most emblematic of the country. San Francisco was our arrival destination in the USA and meeting place with all the members of the **Third Ibero-American Basketball Coaches Congress** with representatives of six different nationalities.

From there we traveled to the city of **Sacramento**, the capital of the state of California founded in December 1848 by John Sutter, a Swiss immigrant.

After two days full of diverse basketball content in working meetings with the **Sacramento Kings-NBA** staff and the staff of the **California State University women's team in Sacramento-NCAA Division I**, we returned to San Francisco, a city with the second highest population density in the country after New York and located at the northern tip of the San Francisco Peninsula, with the Pacific Ocean to the west.









Once in San Francisco we enjoyed six more days of work with the possibility of interacting with members of the technical staffs of the **Golden State Warriors-NBA**, the **Santa Clara University-NCAA Division I** men's team and the **Archbishop Mitty High School** men's varsity team.

In each and every one of those moments of work we were able to discover differential aspects of the structure of American basketball that differ greatly from what is usual for us in our day to day as coaches.

The richness of this experience revolves around the discovery and understanding of the methodologies, organizations and work structures of various toplevel entities wich makes us consider certain needs that can help maintain and even improve the excellent level of the participating coaches.











**USA arrival and shuttle to Sacramento.** 

**Sacramento Kings practice.** 

**Technical meeting with Sacramento Kings staff - NBA.** 

CSU-Sacramento vs. University of California-Santa Barbara - Women's NCAA D1.

Technical meeting with CSU-Sacramento staff - Women's NCAA D1.

**Sacramento Kings vs. Detroit Pistons - NBA.** 

**Shuttle to San Francisco.** 

Meeting with Spanish Ministry of Education Advisor in San Francisco.

Presentation of certificates by the Consul General of Spain in San Francisco.

Tour of San Francisco 1.

**Tour of Silicon Valley.** 

Practice and technical meeting with Santa Clara University staff - Men's NCAA D1.

Practice and technical meeting with Archbishop Mitty HS staff.









Tour of Alcatraz Island National Park.
Technical meeting with Golden State Warriors staff - NBA.
Golden State Warriors vs. Los Angeles Clippers - NBA.

Tour of San Francisco 2.

AEEB travel group technical meeting - FIBA rule discussion.

Tour of San Francisco 3.
Golden State Warriors vs. Utah Jazz - NBA.

**USA departure flights from San Francisco.** 

Arrivals at different destinations.







During our trip, we had the opportunity to hold conversations with coaches of teams belonging to competitions regulated by **NFHS, NCAA and NBA**.

The NFHS (National Federation of State High School Associations) is a non-profit organization composed of different associations and is recognized by the U.S. Department of Education as the national leadership organization in charge of administering sports, physical education and school activities in high schools.

The main function of the NFHS is to establish common rules and regulations and provide resources and support in order to help those entities to comply with them. It is also responsible for the organization and administration of national tournaments and championships.











The **NCAA** (**National Collegiate Athletic Association**) is a non-profit organization that regulates and administers college sports in the United States. It is comprised of more than 1,100 colleges and universities divided into three divisions: Division I, II and III.

The NCAA's primary function is to ensure that college athletes compete in a fair and safe environment. It is charged with promoting both the academic and personal welfare of student-athletes and organizing as well as administering national tournaments and championships.

The NCAA also has an important role in regulating financial aid and athletic scholarships, working to ensure that college athletes meet academic requirements and ethical standards.

In addition, the NCAA has a development program to help college athletes prepare for professional careers in their respective sports and provide education programs to help them develop life skills.







The NBA (National Basketball Association) is the organization which manages and regulates the professional basketball league in the United States and Canada.

It is a private league comprised of 30 teams, 29 of which are in the United States and 1 in Canada. The NBA's primary function is to operate and administer the league, which includes planning the regular season, in-season games and playoffs as well as handling the organization of special events such as the All-Star Game and the Draft. The NBA is also responsible for negotiating and administering television and sponsorship deals as well as promoting the league nationally and internationally.

It has an important role in regulating and disciplining the league's players and coaches and works to promote rules and regulations to ensure fair and just play.

Furthermore the NBA also a development program to help young players develop their skills and prepare for a professional career in the league.













- TECHNICAL MEETING
- TRAINING CHARACTERISTICS
- **GAME RULES**
- ROSTER TEMP 22-23
- IDENTITY AND HOW THE ROSTER IS BUILT
- OTHER ASPECTS











#### TECHNICAL MEETING WITH...





Jordi Fernández **Associate Head Coach** 



Jay **Triano Assistant Coach** 



Lindsey Harding **Assistant Coach** 



Luke Loucks **Assistant Coach** 



**Deividas Dulkys** Assistant Coach for Player Development













#### TRAINING CHARACTERISTICS

The structure of weekly sessions is very variable due to the large number of games they play. An example of this is that there are few occasions in which they have training sessions on back-to-back days.

For all these reasons, they have several options which are combined as needed:

- Small group session in weight room and gym with joint video preview.
- Collective session by tactical workstations.
- ✓ Players who play twenty minutes or less have a 5x5 game session while others avoid it due to the high volume of games.



There are seven players working with the G-League team who are ready to go into the rotation if needed due to injury or performance related issues.













### 2

#### TRAINING CHARACTERISTICS

The staff is comprised of fourteen coaches in addition to the performance department and the medical department. This large number of people involved requires excellent organization.

At the on-court level, the coaches and assistants hold a meeting beforehand, but if this is not possible, they work with a series of exercises everyone knows identifies with acronyms. Using a training template they organize the coaches and distribute the work on the court.



Each coach is assigned an exercise and distributes the players into groups. It is important for the assistants to actively participate in these exercises and thoroughly apply themselves.

The assistant coaches create situations based on the scouting report regarding their next opponent. Thus the players work on them and when they arrive at the team video session they recognize the work previously done on the court which should be applied in the game.













#### TRAINING CHARACTERISTICS

The volume of individual work depends on the time they have between games as they play three to five games per week. Each player knows that before certain group sessions they must be on the court beforehand to work individually with their assigned coach.

These sessions last between 20 and 40 minutes depending on the load established for that day, and senior players have preference in choosing the schedule and combining it with weight room work and recovery and physiotherapy treatments.

As for preparing games, it is difficult for players to absorb so much information. So, through the exercises worked on, situations are presented without requiring the player to be fully aware of them. However, this way, they will be able to identify them during the video session. In addition, the players have an app which provides basic information about the next two opponents, such as the dominant hand of each player, shooting percentages and a small video of each player so they can prepare for these upcoming games.











#### GAME RULES - DEFENSE

Jordi Fernández, Associate Head Coach and lead defense coach, presents the commandments of defensive play for the Sacramento Kings:

**1** Communication:

When on defense, players are usually asked to speak each other, but to achieve this, they must be instructed to communicate using a **common code language for the entire team**.

2 Defending the basket:

The main objective for teams is to attack the basket and the defense's goal i to prevent this from happening.

3 Press the ball:

The player with the ball is the most decisive player and should be the focus of defensive attention.

4 Defending without committing fouls:

An opponent's high FT percentage makes fouls very costly. One of the defensive dogmas is to avoid fouls in order to reduce the number of FTs by the opponent.

5 Chaining efforts:

Players are asked to chain defensive efforts despite the risk of making mistakes. The benefit will always outweigh the risk.



Jordi Fernández Associate Head Coach Defense Coach







'WE ASK PLAYERS TO COMMUNICATE ON DEFENSE, BUT, TO ACHIEVE THIS, WE MUST TEACH THEM A COMMON CODE.'

JORDI FERNÁNDEZ









#### GAME RULES- OFFENSE

Jay Triano, responsible for the Sacramento Kings' offensive game, proposes five offensive commandments, which after the fastbreak as first option, make up the A, B, C of the team's offense:

1 Play with high tempo and inbound quickly after receiving a basket:

This aspect, which he considers fundamental, has made the Sacramento Kings the top team in fastbreaks after a basket.

Play respecting spacing:

Respect the spacing which allows each player receiving the ball to play one-on-one.

3 Switch the ball sideways to move the defense:

Reversing the ball moves the defense and generates advantages.

4 Touch the paint:

Players are obliged to touch the paint with or without the ball because every split, cut or continuation generates opportunities for the team.

5 Play by making quick decisions:

The player with the ball has half a second to decide whether to dribble, pass or shoot.



Jay **Triano** Assistant Coach Offense Coach

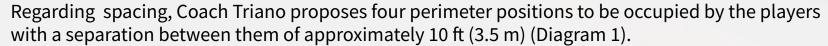








#### GAME RULES - OFFENSE



Due to the players' individual quality, they base their game on giving them spacing to execute their one-on-one actions.

Their entire playbook is based on this concept of spacing play even though each play has a concrete and specific objective. Thus, when a play dies the players are able to continue playing with their special spacing rules.

Positions which determine their entire offensive system.



Center's area of action.





Jay **Triano** Assistant Coach Offense Coach



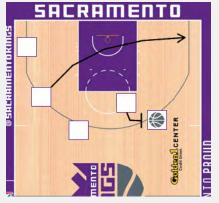




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#### GAME RULES- OFFENSE





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If a player is in an 'incorrect' position, he will be the one who cuts and touches the paint following Offense Rule Number 4 (Diagram 1). The evolution of team's game should lead to players who block when they cut but initially only ask them to cut through the paint.

All positions are switchable so that all players can be trained in the same way, as if they were all one player.

When the whole team assumes that they must occupy the defined positions, a climate of confidence is generated so that the player who breaks down dribbling knows he can pass the ball to any of the spots and that they will be occupied by his teammates. This generates quality three-point shots. One of their goals is to shoot 40 three-pointers per game and it is important that these three-points be high quality shots.





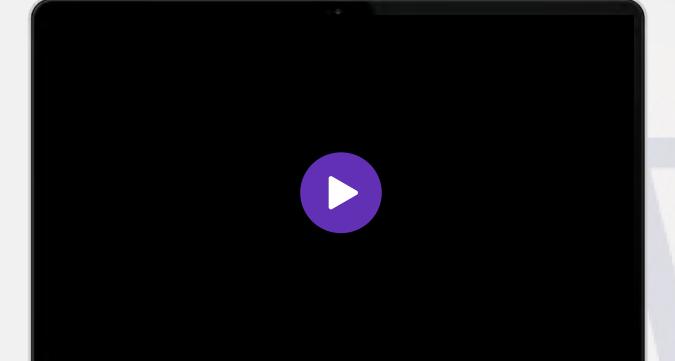
Jay **Triano** Assistant Coach Offense Coach







3 GAME RULES- OFFENSE





Jay **Triano** Assistant Coach Offense Coach













#### GAME RULES - OFFENSE

Although logic would lead one to believe that, in the situation described in the diagram the cutting player is disturbing J5's roll, the rule of cutting if one of the perimeter spots is not being occupied prevails and the instruction is "GET IN THE WAY". They consider that, with these situations, they will generate something positive for the team and they want to create CONFUSION in the defense. This decision is supported by Offense Rule Number 4, which emphasizes the importance of 'touching the paint'.



Another important aspect is the rule of changing the ball quickly from one side to the other. This ball movement makes the defense move, arriving with a minimum disadvantage, so the offense must take advantage of this by using Offense Rule Number 5.

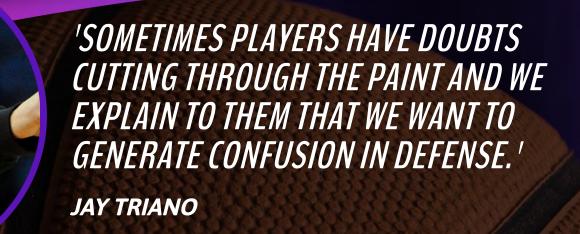
The players must read and decide in half a second, since this is the maximum time they consider they can take to make a decision without losing the advantage generated by the aforementioned ball movement.

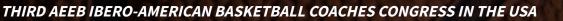


Jay **Triano** Assistant Coach Offense Coach

















**#O MALIK MONK GUARD** 



#3 TERENCE DAVIS **GUARD** 



**#5 DEAARON FOX** GUARD



#1CHIMEZIE METU FORWARD-CENTER



#8 MATTHEW DELLAVEDOVA **GUARD** 



**#9 KEVIN HUERTER** GUARD-FORWARD



**#10 DOMANTAS SABONIS** FORWARD-CENTER



**#13 KEEGAN MURRAY FORWARD** 



**#15 DAVION MITCHEL GUARD** 



#19 CHIMA MONEKE **FORWARD** 



**#22 RICHAUN HOLMES FORWARD** 



**#23 KEON ELLIS GUARD** 



#25 ALEX LEN **CENTER** 



#30 KZ OKPALA FORWARD-GUARD



**#40 HARRISON BARNES FORWARD** 



**#41 TREY LYLES FORWARD** 



#88 NEEMIAS QUETA **CENTER** 











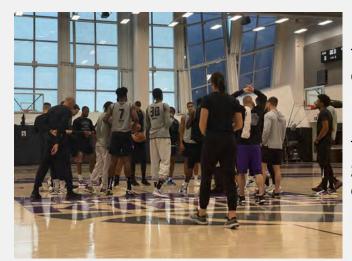






#### IDENTITY AND HOW THE ROSTER IS BUILT

Coach Mike Brown's mentality bases the team's success on the achievement of a process that, once acquired by the players, will remain solid and stable over time and, through this, the results will come in the form of victories. The fact of playing 82 games makes it possible to relativize the importance of the defeats at the beginning of this process.



If, on the contrary, from the beginning, the work is focused on immediate results, there will be more ups and downs during the whole season.

It is very important that this is a shared vision between the Head Coach and the General Manager, as this will generate a balance and mutual trust in the work of each of the parts.



Jordi
Fernández
Associate Head Coach
Defense Coach





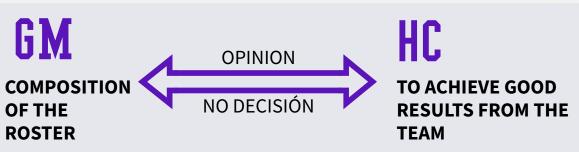




#### IDENTITY AND HOW THE ROSTER IS BUILT

One aspect to highlight and in which the trust between the coaching staff and the team's management is clearly exposed is the role of each of the parts concerning the preparation and operation of the team:





It should be noted that both parts share their opinion and interact with each other on these aspects, but they have very well defined that the power of decision is exclusive to each one in their area of responsibility.



Jordi Fernández Associate Head Coach Defense Coach











'IF THE PROCESS IS WELL PREPARED, THE RESULT WILL FINALLY COME AND WILL BE SUSTAINED OVER TIME'.

MIKE BROWN











## OTHER ASPECTS: HEAD COACH

In the training sessions, there is a preliminary meeting between Head Coach Mike Brown and his Associate Head Coach Jordi Fernández. However, we see how the session on the court is mainly led by Coach Jordi Fernandez and, in some phases, by Coach Jay Triano.

This is due to the fact that one of the defined functions of both coaches is to relieve this type of work from the head coach because he has other types of responsibilities such as:



Mike Brown Head Coach

- Team Leadership.
- Game stress.
- Individual relationships with the players.
- Planning offense and defense guidelines.
- Relationship with the GM and his office.
- Daily relationship with the press.











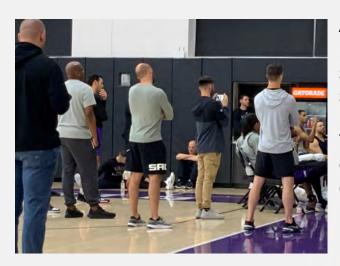




#### OTHER ASPECTS: COHESION ACTIVITIES

Included in the work done with the players is a work of emotional accompaniment and personal growth which goes far beyond the purely sports-related aspects.

This task is in part carried out by the head coach during his individual talks with the players.



At the same time, the players have a mental performance coach who conducts group and individual sessions at the request of the players or the rest of the staff.

Talks are also organized on a regular basis, such as the one which Adam Cheyer, renowned entrepreneur, creator of SIRI and personal friend of Coach Mike Brown, gave to the team to advise them on possible investments and planning for their future off the courts.



Adam
Cheyer
Entrepreneur
and SIRI Creator













#### OTHER ASPECTS: HUSTLE STATS IMPACT

The hustle stats are used to explain actions of the game not shown in the traditional stats sheets, but rather represent a fundamental role in the operation of a team.



Among the coaching support staff, there are six to eight people dedicated to statistics, which indicates how important data is to them. However, Coach Jordi Fernández says the important thing is to normalize the numbers and study them in detail.

Although the team which rebounds better is the one which captures more rebounds per game, this data is normalized when aspects such as number of possessions, % of possible rebounds and differentiation between OR and DR are taken into account.

Another example is that they want 'three-pointers from

the paint' which are those when the defense has collapsed before the shot from the three points line. This data can be quantified if we make a difference between shots from dribbling actions or from catch-and-shot, which are the ones they are interested in.



Jordi Fernandez Associate Head Coach Defense Coach









#### **GALLERY**







- 1 TECHNICAL MEETING
- STUDENT-ATHLETES, RECRUITING, ROSTERING AND TEAM ROLES
- 3 PRE-SEASON WORK STRUCTURE AND GAME RULES
- TECHNOLOGY APPLIED TO THE TEAM'S DAY-TO-DAY OPERATIONS
- 5 ROSTER TEMP 22-23
- 6 OTHER ASPECTS







## S CALIFORNIA STATE UNIVERSITY

### 1 TECHNICAL MEETING WITH...



Mark
Campbell
Head Coach



Xavier **López** Associate Head Coach











# STUDENT-ATHLETES, RECRUITING, ROSTERING AND TEAM ROLES



As a top-tier university program, California State University provides its players with a vast array of resources to ensure that academic success will accompany their athletic progression. The university has specialized teams of people who are able to identify the academic needs of the players and provide them with support tools such as tutoring, AMONG OTHERS.

Recruitment is 80% of the staff's work. The main focus of recruitment is seeing potential they see in the players and dedicating themselves to these players so they know the whole staff has a high level of confidence in their potential. However, the staff must see that a player shows values such as companionship, humility, capacity for sacrifice and commitment, if that is the case, the staff will definitely focus on signing that player.



Mark
Campbell
Head Coach



Xavier
López
Associate
Head Coach











"OUR CRITERIA FOR RECRUITING PLAYERS IS BASED ON THE POTENTIAL WE SEE IN THEM."

XAVIER LOPEZ













# STUDENT-ATHLETES, RECRUITING, ROSTERING AND TEAM ROLES



Since the coaches' time in Oregon, they have always looked for foreign talent to build their roster. Consequently, they often have players who need to adapt.

In men's basketball the player's focus is almost exclusively on sports. However, female players are different in this regard and need to know that coaches are interested in things that happen in their daily lives.

The main barrier to overcome is gaining a player's trust and that is why, from the moment the players arrive from abroad or even from other university programs, the staff focuses on creating that bond of trust which will make the player-coach relationship work.



Mark
Campbell
Head Coach



Xavier **López** Associate Head Coach



















# STUDENT-ATHLETES, RECRUITING, ROSTERING AND TEAM ROLES



Once the roster is put together, the starting point is the same for all players. The coaches try to provide the same opportunities to all of them regardless of whether they are freshmen, foreigners, Americans or from other university programs.

As the criterion of talent and potential is common to all recruited players, other aspects and values such as leadership, sacrifice and projection will define the role each player will end up having within the team. Thus, for example, they have a player with a special talent for outside shooting who, although she has not had great success during the game, will be the one who will take the decisive shot. The team knows it and has assumed it.



Mark Campbell **Head Coach** 



Xavier López Associate **Head Coach** 













STUDENT-ATHLETES, RECRUITING, ROSTERING AND TEAM ROLES





Mark
Campbell
Head Coach



Xavier **López** Associate Head Coach













#### PRE-SEASON WORK STRUCTURE AND GAME RULES



In order to balance the dual student-athlete role, during the preseason the NCAA limits basketball time to four hours per week of gym work and four hours per week of on-court work.

From July/August through October, the physical work focuses on working with the players to prepare their bodies for maximum performance and the on-court work focuses on individual skill development.

In October, they have approximately five weeks to integrate the game system. These sessions never last more than two hours so that they can work on their shooting before or after the session. In the preseason they play 11 games with the objective of learning, growing and developing in order to later compete at the highest level possible during the 18 games that make up the regular season.



Mark
Campbell
Head Coach



Xavier
López
Associate
Head Coach















#### PRE-SEASON WORK STRUCTURE AND GAME RULES

Sacramento State's offensive game is based on Pick-and-Roll (P&R) actions. Based on that, when recruiting, they look for players who have a sporting profile which fits that concept.

In high school, teams do not work the P&R. However, foreign players usually have a good tactical level in this aspect.

Players must earn the right to play by assimilating and executing this type of action, which is their offensive DNA.

In transition, the team are looking for the maximum of number of their players to take the ball to the offensive court. The keys to the team structure are:

- -Multiple point guards (one of them should be the leader).
- -Guaranteed perimeter shooters.
- -A dominant inside player.

By basing their game on the P&R the team works on defensive options for each type of defense: push, switch, flat, drop, flash, trap, among others.





Mark
Campbell
Head Coach



Xavier **López**Associate
Head Coach













## TECHNOLOGY APPLIED TO THE TEAM'S DAY-TO-DAY OPERATIONS

At a technological level and as an analysis tool, they work with Synergy, since it is the numberone1 software which allows them to analyze any aspect of their own game or an opponent's, whether it is statistical data of their rivals, individual aspects of the players or the actual scouting work on the plays of the opposing team.



At this point, they bestow a lot of importance to studying the type of defensive options the opponent poses to the P&R. Much of their scouting work revolves around analyzing the defensive P&R option that the opponent works best.

Before each game, they prepare a video on this aspect of the opponent and, thus, offer different offensive options in each case to their players.



Xavier **López**Associated Head Coach





# S CALIFORNIA STATE UNIVERSITY





#O KAHLAIJAH DEAN GUARD



#1 BENTHE VERSTEEG
GUARD



#3 SOLAPE AMUSAN FORWARD



#10 MADISON BUTCHER GUARD - FORWARD



#11 AKAYSHA MUGGERIDGE GUARD



#20 KATIE PENEUETA GUARD

**#2 KAYLIE EDGE** 

**GUARD** 



#21 KAYLIN RANDHAWA FORWARD



#23 JORDAN OLIVARES
GUARD



#24 ISNELLE NATABOU CENTER



#31 IRUNE ORIO GUARD - FORWARD



#33 ERIN HEDMAN FORWARD



MARK CAMPBELL HEAD COACH









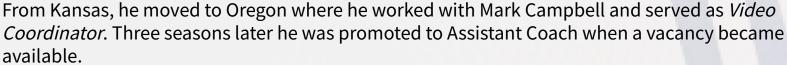


# OTHER ASPECTS: THE FOREIGN COACH'S PATH



Xavi Lopez played in the Spanish EBA league competition and in the 2004-2005 season, he decided to go to play in NCAA D II as part of the roster of Chemeketa Community College (2004-2005) and Point Loma Nazarene University (2005-2007).

After his time in NCAA basketball, he returned to Spain and played 11 games in the ACB, on the roster of Bilbao Basket. After finishing his career as a player, at the age of 30, he decided to return to the USA to study a master's degree at Kansas State University, where he became part of the team's staff as a *Graduate Assistant*.



Since the 2021-22 season, he has been working next to Head Coach Mark Campbell as *Associate Head Coach* at California State University of Sacramento.



Xavier **López**Associated Head Coach









#### OTHER ASPECTS: SENIOR PLAYERS: MENTALITY AND FUTURE



At the time of recruiting, they look for players with WNBA projection and Coach Lopez is a reference in this sense since 11 of his players have ended up reaching the WNBA. This aspect often influences the decision of the players who put the CSU program ahead of other universities with greater prestige.

There are three seniors on the roster this season and two of them want to continue their professional basketball careers while one of the seniors will graduate and move on to the working world with no connection to basketball.



Xavier **López**Associated Head Coach















### OTROS ASPECTOS: DIFFERENT WOMEN'S BASKETBALL COMPETITIONS



The different women's leagues are NCAA D I, II or III and NAIA D I, II or III.

The scholarship system for each competition is different:

- In NAIA, only partial scholarships are awarded.
- In NCAA D III, there are no scholarships.
- In NCAA D II, there are only partial scholarships.
- In NCAA DI, there are 15 full scholarships.

If Sacramento State only signs 12 players, the remaining three scholarships are lost.

The price of the college program without a scholarship is in the \$40,000 range.



Xavier **López**Associated Head Coach









### **GALLERY**











































- 1 TECHNICAL MEETING
- 2 TEAM MANAGEMENT
- 3 OFFENSIVE AND DEFENSIVE GAME RULES
- 4 ROSTER SEASON 22-23
- COACH RON ADAMS: EXPERIENCE AT THE TEAM'S SERVICE
- 6 OTHER ASPECTS



GALLERY





1

## TECHNICAL MEETING WITH...



Jama **Mahalela** Assistant Coach



Ron Adams Assistant Coach















# 2

#### TEAM MANAGEMENT

NBA coaches often have to manage different types of rosters. This is the case of Coach Jama Mahalela who is currently working with a roster full of top level stars and high profile draft picks such as James Wiseman or Jonathan Kuminga.

As coaches they should abstract and not coach them based on their draft pick number, publicity or fame. They just have to coach the player in front of them to make them progress.



There is no doubt that they are players of extraordinary quality and should be valued, but at the same time the coach has the obligation to be extremely honest and tell them the truth about those aspects in which they need to improve in order to contribute the most to their team.

This relationship with players of this level is based on mutual respect.





Jama Mahalela Assistant Coach







'WE CANNOT COACH THE NUMBER OF DRAFT PICKS OR THE PLAYER'S FAME. WE MUST ONLY COACH THE PLAYER WE HAVE IN FRONT OF US BEING HONEST WITH HIM.'

JAMA MAHALELA







## 2 TEAM MANAGEMENT





Jama Mahalela Assistant Coach













3

#### OFFENSIVE AND DEFENSIVE GAME RULES

**On offense,** the Golden State Warriors base their game on ball quickness, shooting and passing. They call it 'Basketball Point 5'. The focus is on getting the ball moving. When a player receives the ball, if he is free, he must shoot; if he is pressured and can dribble, he must play the one-on-one option. If he doesn't have either of those two clear options, he will pass the ball to a teammate. Using a diagram, they control the number of passes and they consider that in a good game, they will have between 320 and 350 passes of which many will surely be assists even if there are some turnovers.



**Defensively** they have been a very good defensive team for many years, with an excellent defense based on pressure on the ball. Their main focus is to make easy shots difficult as they study where the points are going to come from and prioritize avoiding comfortable shots from those situations. Anyway, they underscore that they must keep an open mind and remember that they do not know everything, so they trust on their players' knowledge.



Ron
Adams
Assistant Coach

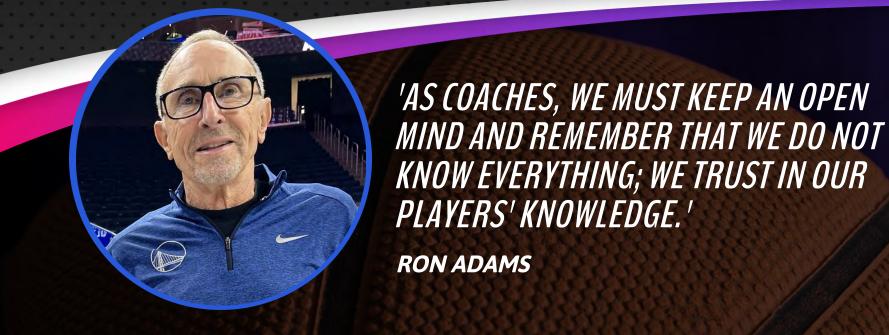






THIRD AEEB IBERO-AMERICAN BASKETBALL COACHES CONGRESS IN THE USA













#00 JONATHAN KUMINGA FORWARD



#O DONTE DEVINCENZO
GUARD





#2 RYAN ROLLINS GUARD



#3 JORDAN POOL
GUARD



#4 MOSES MOODY
GUARD



#5 KEVON LOONEY
FORWARD



#1 PATRICK BALDWIN
FORWARD



#9 DEANDRE IGUODALA
GUARD-FORWARD



#10 TY JEROME FORWARD



#11 KLAY THOMPSON GUARD



#22 ANDREW WIGGINS
FORWARD



#23 DRAYMOND GREEN
FORWARD



#30 STEPHEN CURRY
GUARD



#33 JAMES WISEMAN CENTER



#40 ANTHONY LAMB FORWARD







THIRD AEEB IBERO-AMERICAN BASKETBALL COACHES CONGRESS IN THE USA







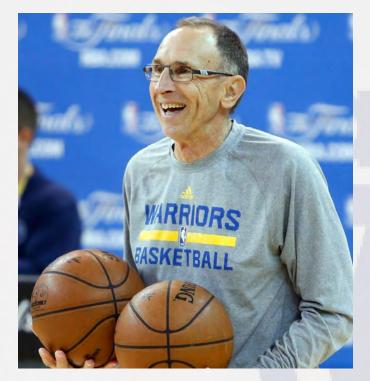


#### COACH RON ADAMS: EXPERIENCE AT THE TEAM'S SERVICE

Coach Ron Adams has been responsible for the defense which has characterized the Golden State Warriors over the past ten years.

Currently, he defines himself as a semi-retired coach, but he continues to provide essential training within the team, passing on his experience to the current defensive coaches.

His long career has allowed him to learn from people and know what to do to connect with players. Sometimes, to gain a player's trust, he must seek to connect with them, indirectly, through other players.





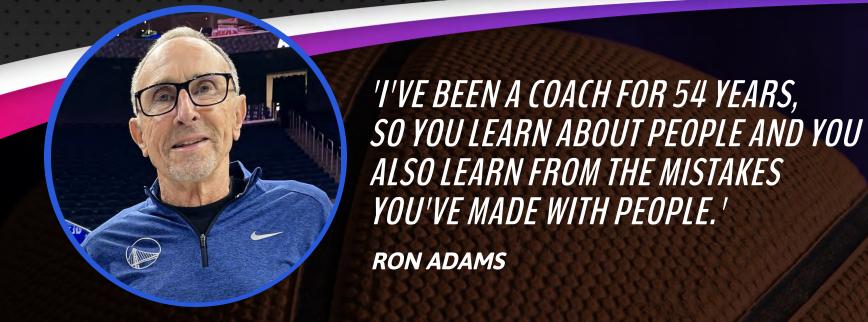
Ron
Adams
Assistant Coach

















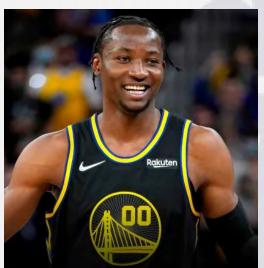


#### OTHER ASPECTS: FOREIGN COACHES AND PLAYERS IN THE NBA

Coach Ron Adams emphasizes his admiration for the foreign coaches who come to the NBA. This admiration and deep respect lie in the fact that they are professionals who have achieved great accomplishments in their careers as head coaches and upon arriving in the NBA must take on the role of assistants. This adaptation highlights their greatness.

As for foreign players, Coach Adams considers them a real benefit to the league. He believes they are very talented players who need to adapt upon their arrival and that is why the NBA gives so much emphasis to player development. In fact, he points out that there are cases like Toronto with eight foreign players who, in many ways, base their programs on the international athlete.

For this and other reasons NBA basketball has changed becoming offensively simpler and defensively more sophisticated.





Ron
Adams
Assistant Coach











#### OTHER ASPECTS: NOV 2022 - SPAIN TOP FIBA RANKING

In the FIBA ranking update of November 18, 2022, Spain moved into first place.

When asked about this question, Coach Ron Adams emphasized that Spanish basketball has always been top-notch and that it has one of the best leagues in the world, which, as in other cases in Europe, has been affected by the global economic situation.

He also referred to the high level of professionalism and seriousness of Spanish competitions and their coaches, and establishes a direct cause-effect relationship with Spain's current position in the FIBA rankings.

#### FIBA WORLD RANKING

WORLD AFRICA AMERICAS ASIA EUROPE

Ranking after FIBA Basketball World Cup 2023 Qualifiers - November 2022
Window
(last updated: 18 Nov 2022)

WORLD RANK	COUNTRY	ZONE RANK	IOC	CURRENT POINTS	+/- RANK *
1.	Spain	1.	ESP	758.6	+1
2.	USA	1.	USA	757.5	<b>○</b> -1
3.	Australia	1.	AUS	740.3	0
4.	Argentina	2.	ARG	734.3	0
5.	France	2.	FRA	715.0	0
6.	Serbia	3.	SRB	710.9	0
7.	Slovenia	4.	SLO	704.3	<b>o</b>
8.	Lithuania	5.	LTU	669.5	<b>o</b>
9.	Greece	6.	GRE	665.9	<b>o</b>
10.	Italy	7.	ITA	646.6	<b>o</b>



Ron
Adams
Assistant Coach



















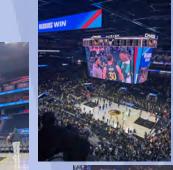




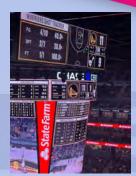




















- 1 TECHNICAL MEETING
- RECRUITING, IMPACT AND ROLE
  OF FOREIGN PLAYERS IN THEIR FIRST YEAR
- 3 PRE-SEASON WORK STRUCTURE
- STUDENT-ATHLETES, TEAM MANAGEMENT,
  PERSONAL GOALS AND POSSIBLE MOVE TO NBA
- 5 ROSTER TEMP 22-23
- 6 OTHER ASPECTS









1

## TECHNICAL MEETING WITH...



Herb Sendek Head Coach



Jason **Ludwig** Assistant Coach













## RECRUITING, IMPACT AND ROLE OF FOREIGN PLAYERS IN THEIR FIRST YEAR

International players have an important role to play in any university program. For this reason, being aware of the difficulties of cultural, language and lifestyle changes which these young people may face, the program makes every effort to facilitate their adaptation.



Coach Jason Ludwig does a great job in terms of recruting, and, in recent years, they have received players of great quality and impact.

The current roster includes Christoph Tilly and Jake Ensminger, both from Germany, and both Head Coach Herb Sendek and Coach Jason Ludwig emphasize the respect they have for foreign coaches responsible for training the players they receive, as they show their high level upon their arrival.



Herb
Sendek
Head Coach



Jason **Ludwig**Assistant Coach









## 3

#### PRE-SEASON WORK STRUCTURE



As for the differences between the work carried out in the different stages of the season, the main difference is the work objective.

While during the pre-season the work centers on physical development and fine-tuning in the weight room, during the season, the focus shifts to collective work, concentrating on the team's game.

Despite this, during the regular season, part of the work time is still dedicated to individual development, although most of it is focused on the evolution of the collective game.



Herb Sendek Head Coach

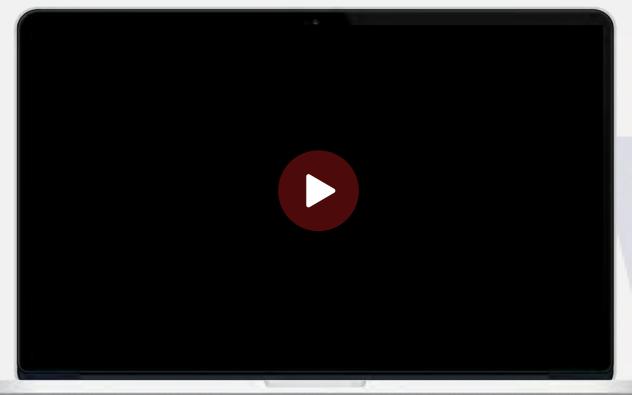






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3 PRE-SEASON WORK STRUCTURE





Herb Sendek Head Coach













### STUDENT-ATHLETES, TEAM MANAGEMENT, PERSONAL GOALS AND POSSIBLE MOVE TO NBA

In any university program the dual role of the studentathlete requires management based on several aspects.

At the human resources level in terms of academic follow-up, players have a wide range of tools which will facilitate their studies.



In terms of sports, a program such as Santa Clara's has all the necessary resources to ensure the athletic progression of its athletes.

Being able to attain a balance between academic and sporting demands is sometimes complicated and requires sacrifices, especially in the social area. However the university strives to accomplish this.

The players are fully aware that playing basketball at this level requires great commitment and devotion.





Herb Sendek **Head Coach** 



THIRD AEEB IBERO-AMERICAN BASKETBALL COACHES CONGRESS IN THE USA







## STUDENT-ATHLETES, TEAM MANAGEMENT, PERSONAL GOALS AND POSSIBLE MOVE TO NBA

In terms of group management, the program's philosophy is the most important aspect, but at the same time the most difficult to develop and sustain since the personal objectives of each athlete play a determining role.

At the end of their weekly work, all players leave their personal goals as well as their egos on the court. This is the moment when good group management becomes the essence of leadership. That is why we must work every day to preserve this good dynamic and never think that we have succeeded 100%.

We must not forget that every player who competes in D-I has the dream of making the leap to the NBA. That is why the entire staff works with the objective of getting the maximum performance out of each player and at the same time the academic program will help them to have an alternative personal future.



Herb Sendek Head Coach







#O BRENTON KNAPPER
GUARD



#1 CARLOS STEWART
GUARD





#3 KOSY AKAMETU GUARD



#4 GIORDAN WILLIAMS GUARD



#12 JADEN BEDIAKO CENTER



#13 CHRISTOPH TILLY CENTER



#14 KESHAWN JUSTICE FORWARD



#15 JACOB HOLT FORWARD



#21 CAMERON TONGUE FORWARD



#22 BRANDIN PODZIEMSKI GUARD



#23 PARKER BROWN FORWARD



#31 MALACHI DOUYON GUARD





#44 JAKE ENSMINGER GUARD



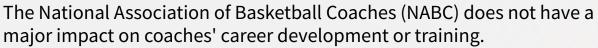
#50 BRENDAN YARUSSO GUARD

THIRD AEEB IBERO-AMERICAN BASKETBALL COACHES CONGRESS IN THE USA





### OTHER ASPECTS: NABC FUNCTION



It works as a partner of the NCAA and they work together in organizing clinics and lectures given during the NCAA finals.

In the same way, the NABC awards prizes to the teams by choosing the team of the week or by establishing rankings of players in each of the divisions.





Another important function of the NABC is that it intervenes in the modification of the men's college basketball regulations. It should be noted that there is an equivalent association which performs similar functions for women's college basketball: the Women's Basketball Coaches Association (WBCA).



Herb
Sendek
Head Coach







### OTHER ASPECTS: STAFF

The college basketball program is very complex and has a lot of regulations in terms of player recruitment, for example.

For this reason, how a staff is pu together is one of a head coach's most important decisions.

For Head Coach Herb Sendek, having a team of 'head coaches' is paramount.

Then, it ensures that all of them must be thoroughly knowledgeable of the college basketball program and, thus, be qualified to teach, train, recruit or perform any other head coaching function.

Coach Sendek's right-hand man is Coach Jason Ludwig, who is primarily responsible for recruiting given his extensive experience in this area.





Herb
Sendek
Head Coach









'THE MOST IMPORTANT DECISION OF ANY HEAD COACH IS WHO TO HIRE FOR HIS STAFF.'

HERB SENDEK











As a top level university program, Santa Clara has numerous technological resources at its disposal, the main tool being the use of Synergy software, a widespread product used by university teams and even NBA franchises.

They also make use of Hudl's Sportscode software. Although both offer similar functionalities, they are complementary and bring quality to the day-to-day management and analysis of the team.







Herb
Sendek
Head Coach







## **GALLERY**





- 1 TECHNICAL MEETING
- 2 TECHNICAL STAFF, STRUCTURE AND FUNCTIONS
- STUDENT-ATHLETES, SCHOLARSHIP SYSTEM AND PLAYER CAPTATION
- TRAINING ACCORDING TO AGE AND RULES OF THE GAME
- 5 ROSTER TEMP 22-23
- 6 OTHER ASPECTS













### TECHNICAL MEETING WITH...



Tim **Kennedy** Head Coach



Pete **Dumesnil**Assistant Coach



Pat **Kennedy** Assistant Coach



Chris
Jackson
Assistant Coach











### TECHNICAL STAFF, STRUCTURE AND FUNCTIONS

Archbishop Mitty High School has four boys' basketball teams: the main team or Varsity, the second team called Junior Varsity and two teams of first year players known as Frosh A and Frosh B.

**Coach Tim Kennedy** serves as the Varsity team's head coach. Assistant coaches include **Coach Pete Dumesnil**, who has 15 years of experience in the program, serves as a defensive coach and works specifically on post-position skills.

**Coach Pat Kennedy** coaches the first-year players in addition to assisting on the Varsity team. This dual role gives him a broad and comprehensive view of player development.

Lastly, **Coach Chris Jackson**, who has been with the program for seven years, is in responsible for coaching the point guards on both offense and defense, bringing his own experience as a player to the program.













# STUDENT-ATHLETES, SCHOLARSHIP SYSTEM AND PLAYER RECRUITMENT

Players must combine their athletic facets with the study program and are required to achieve a certain academic score in order to remain part of the team.



To help them accomplish this, the players are freed up for one hour of class each day, which they must use to reinforce subjects, do their homework, among other tasks. They must learn to manage their time.

In terms of scholarships, the school's policy is not to grant this type of aid and therefore they are not allowed to bring foreign players to their team unless they are dual nationals or residents of the USA.

The institution only grants financial aid on limited occasions and only in the case of students in a vulnerable situation.



Tim Kennedy Head Coach







'TIME MANAGEMENT IS SOMETHING WE EMPHASIZE A LOT TO OUR PLAYERS'.

TIM KENNEDY















# STUDENT-ATHLETES, SCHOLARSHIP SYSTEM AND PLAYER RECRUITMENT

As for what is known as recruiting, national regulations forbid it at the high school level. However high schools can organize various activities to attract players.

In order to attract these players, they organize camps, open days and suggest that they attend a team game as a spectator.

Once the player is part of the team, they try to have a very honest relationship with the family so that they are aware at all times of the level and possible progression of their youth.

They have as a rule that in meetings with families the player is always present since the central subject is usually the minutes of the game. This requires total transparency to generate real expectations.





Tim Kennedy Head Coach











#### TRAINING ACCORDING TO AGE AND RULES OF THE GAME

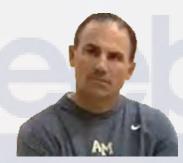
Work with the players has different aspects depending on whether they are first-year players or older.

In terms of physical work, a lot of it is done with the 'rookies' to ensure that the players control the development of their own body. During the four years, they have two coaches who supervise their progression at that level.

As for the work on the court, the criteria are standard. Until November 1, no guided group sessions or individual work with a coach are allowed, although players can access the court to work on their own. Throughout the summer, there are six weeks in which they are allowed to work with a coach.

Due to these restrictions there are many players who hire the services of personal trainers.





Pete Dumesnil **Assistant Coach** 













TRAINING ACCORDING TO AGE AND RULES OF THE GAME

The team's offensive game is based on the spacing optimization. After recovery or defensive rebound the first option is the counterattack but building it with a correct interpretation of the spacing.

Once in the offensive court, the team tries to bring the ball to the post to generate complementary actions to their own one-on-one of the player with the ball, such as cuts after indirect block, back door or high-low game.



Another determining factor in offensive play is that players must be able to identify a good shot or an easy shot. This revolves around the players' ability to interpret defensive situations, and if they are able to develop this read, they will be able to take quality shots.

This way of playing makes scouting difficult for the opponent.











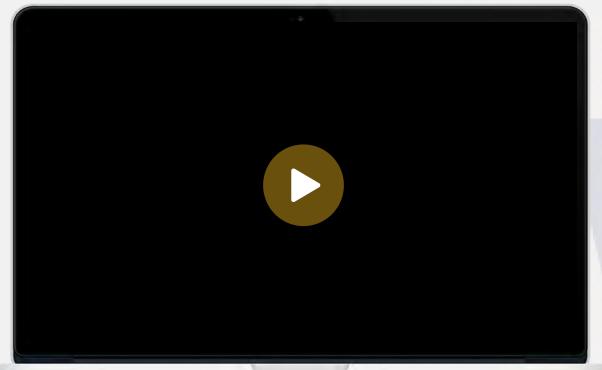














Tim Kennedy Head Coach











'OUR SPACING-BASED ATTACK MAKES
IT DIFFICULT FOR OUR RIVALS TO
SCOUT US BECAUSE THEY DON'T KNOW
WHAT OUR PLAYERS WILL DO'.

TIM KENNEDY











# TRAINING ACCORDING TO AGE AND RULES OF THE GAME

Defensively, they are based on three key concepts:

- Pressing the ball:

Making it difficult to the player who has the ball to read the game.

- Jumping to the ball in two-on one actions: In two-on-one actions, rotations are important.
- Putting the attack in difficulties:

The defense must make the offens make mistakes.

After a basket or free throw, the defense sets up a 1-2-1-1 diamond zone press with a full court press.

With this, the defense tries to accomplish the three defensive rules and recover possession, either directly by stealing the ball or by forcing the opposing team to make a mistake.





Tim
Kennedy
Head Coach









#### Varsity

#	LAST NAME	FIRST NAME	YEAR	HEIGHT	POSITION
0	Ventura	Anthony	12	6'1"	G
1	Paran-Parham	Jaiden	11	6'0"	G
2	d'Abreu-Noronha	Nathan	10	6'1"	G
3	Jones	Tyler	10	6'2"	G
5	Tjaden	Nick	11	6'0"	G
10	Sangster	Derek	11	6'7"	F
11	Cabebe	Isaiah	12	6'0"	G
12	Ripp	Gavin	10	6'6"	F
13	Brown	Eric	11	6'7"	F
15	Burke	Aidan	12	6'3"	G
21	O'Leary	Patrick	11	6'2"	F



Tim Kennedy Head Coach















### OTHER ASPECTS: REQUIREMENTS TO BECOME COACH

In order to become a high school coach, you must be qualified through the National Federation of High Schools. Once the qualification is obtained, the coach must undergo the high school's hiring process.

Apart from the official qualification, the staff is in constant training and maintains an excellent relationship with the universities in the area, favoring their professional development since they usually attend training sessions of university teams.

In this way they help each other since the high school is a source of players for the universities.





Although previous experience is not a requirement, having it may influence the entity's hiring process.



Tim Kennedy Head Coach













#### OTHER ASPECTS: PROFESSIONALISM OF COACHES

In spite of the fact that there are high schools in California where the coaches are professionally dedicated to this function, the case of Archbishop Mitty High School is different since the members of its staff perform various functions within the organization that complete their workday:

- -Head Coach Tim Kennedy is a math teacher.
- -Assistant Coach Pete Dumesnil is a teacher.
- -Assistant Coach Pat Kennedy is the Assistant Athletic Director: Sports Information.
- Assistant Coach Chris Jackson is Director of Alumni Relations.



Tim Kennedy Head Coach















# OTHER ASPECTS: COMPETITION SCHEDULE



2022-2023 Men's Basketball Head Coach: Tim Kennedy Athletic Director: Brian Eagleson

Varsit	У			
Date	Day	Opponent	Site	Time
11/14	Mon	Santa Teresa (scrimmage)	Santa Teresa	7.00
11/17	Thu	Christopher (Sportsmanship)	Christopher	7:00
11/19	Sat	De La Salle (scrimmago)	De La Salle	1:30
11/23	Wed	Alumni Game	AMHS	6:30.
11/26	Sat	Tip Off Classic - Clovis North	Dublin	7:00
12/3	Sat	Oscar Frayer Invitational - Moreuu Catholic	Mornau	8.00
12/8	Thu	Jesult Tournament	Jesult	tbd
12/9	Fri	Jesuit Tournament	Jesuit	tbd
12/10	Set	Jesuit Tournament	Jesuit	tbd
12/16	Fri	Alameda	AMHS	7:00.
12/27	Tue	Toney Pines Holiday Classic	Torrey Pines (San Diogo)	fbd:
12/28	Wed	Torrey Pines Holiday Classic	Torrey Pines (San Diego)	tbd
12/29	Thu Torrey Pines Hollday Classic Torrey Pines (San D		Torrey Pines (San Diego)	tbd
12/30	Fri	Torrey Pines Holiday Classic	Holiday Classic Tomey Pines (San Diogo)	
1/4	Wed Bellamine Bellamine		Ballamine	7:30
1/6	Fri	Junipuru Serra	AMHS	7:30
1/10	Tue	St. Francis	St. Francis	7:30.
1/13	Fri	Sacred Heart Cathedral	AMHS	7:30
1/17	Tue	Archbishop Rierdan	Archbishop Riordan	7.30
1/20	Fri	St. Ignatius	AMHS	7:30
1/24	Tué	Valley Christian	Valley Christian	7:30
1/26	Thu	Bellarmine	AMHS	7:30
1/28	Sat	Junipero Serra	Junipero Serra	6:30
1/31	Time	St Francia	AMHS	7:30

During the preseason, the team plays a maximum of 10 friendly games and the league consists of groups of eight teams which represents a total of 14 games.

Once the regular league is over there are eight teams from the San Francisco Central Section which participate in a bracket-style playoff format, similar to March Madness.

This playoff gives access to the Northern California Playoffs, where eight teams also participate. Finally the playoff winners qualify for the state finals.

In the best-case scenario, the team can get to play about 30 games.



Tim **Kennedy** Head Coach











# OTHER ASPECTS: TECHNOLOGICAL RESOURCES

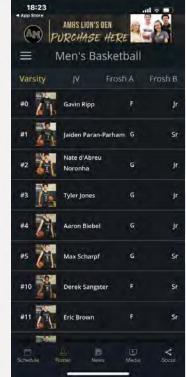
Both the main court and the auxiliary court have a camera system to record training sessions and games.

With this material, specific aspects are worked on with the players at an individual or collective level according to their needs.



In addition, players have an app to access statistics and even video clips.







Tim Kennedy Head Coach













#### OTHER ASPECTS: NUMBER OF STUDENTS AND WOMEN'S TEAMS



The school enrolls approximately 1,800 students, of which 1,000 are girls and 800 are boys.

The women's basketball section has three teams:

- The first team: Varsity team.
- The second team: Junior Varsity.
- First year players : Frosh team.

The varsity team is coached by renowned coach **Sue Phillips** who is the U17 women's national team coach, winning the gold medal at the last world championships in Debrecen, Hungary (2022).



Tim Kennedy Head Coach









#### **GALLERY**











### PLAYER RECRUITMENT

The incorporation of players is a essential aspect for any team. However not at all levels is this issue approached in the same way.

- **High school**: scholarships play an important role in the incorporation of players even though certain

educational programs, such as Archbishop Mitty's, unilaterally decide not to offer

such opportunities to foreign players.

 Universities: are governed under regulations set by the NCAA allowing full scholarships in D I and partial ones in D II.
 Part of the technical staff's job is to be in charge of recruiting, so building

of the roster falls absolutely in their hands.

- **NBA**: we find a remarkable difference since, in the case of Sacramento Kings. for example, it is the GM (General Manager) who must put together the roster which is a task the technical staff can contribute to with an opinion but never a decision.











### STUDENT-ATHLETES

One aspect to be noted is the dual role of players who combine sports along with their academic formation.

- **High school and universities**: Both kinds of programs offer advantages and assistance to athletes so that they can continue to develop as athletes while demanding an academic performance which guarantees the training of students for a possible professional world away from the courts.
- NBA: this question is different because the players become professionals. However, NBA franchises, such as the Sacramento Kings or Golden State Warriors, also dedicate some resources to 'educate' players for their future once they are no longer professional players.











### REQUIREMENTS FOR HIRING COACHES

The degree of professionalism increases in college coaches regarding high school coaches since, in many cases, the latter must perform other types of functions within the institution.

Obviously, NBA coaches are absolutely professional, but there is a noticeable matter as to the requirements to perform these functions at each of the levels mentioned.

No official degree is required to coach in NBA aside from experience. However, both college coaches and those who manage high school teams must pass certain theoretical tests, in addition to passing the selection processes of each specific entity.











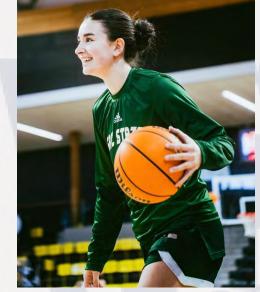




### FOREIGN PLAYER OPPORTUNITIES

Foreign players are increasingly present in the different competitions. This is partly thanks to the scholarship programs offered by non-professional leagues.

- **High schoo**l: some institutions offer scholarship programs which are attractive to young players looking for such an experience abroad and to continue their studies.
- **Universities**: Many athletes come to American universities because of the excellent conditions these programs offer when it comes to combining studies and high-level sports, something that is often difficult to do in their countries of origin.
- **NBA**: There are a growing number of foreign players on NBA teams. For instance, the Toronto Raptors who have eight foreign players on their roster for the 2022-23 season.





















As a closing event of the Third AEEB Congress in the United States, the Consul General of Spain in San Francisco, Mr. Enrique Asorey Brey, presented all of the participants of the congress with certificates accrediting a workload of 60 hours.

Likewise, Ms. Sonia Cabrerizo, the Technical Advisor for Education at the Spanish Consulate in San Francisco, presented various programs currently being carried out by the Embassy of Spain in the field of education.

During the meeting with both officials, alliances with AEEB were promoted, establishing several ways of collaboration in future projects.



