

THIRD QUARTER  
2016



# Spring Branch-Memorial SBMSA Sports Association

As a member of SBMSA, you'll receive a quarterly newsletter which will include information on:

- Upcoming events
- Important dates
- In-person registrations
- Opening days
- Gala information
- And much, MUCH more!

## SBMSA President's Letter

The SBMSA sports year is off to a busy start with football and soccer season in full swing. We continue to see growth in our programming and are working hard to provide a quality youth sports program that offers educational instruction in a safe, positive and competitive environment. We remain a volunteer-led association that served over 7,500 participants last season across six sports. This could not happen without our volunteer coaches, commissioners and directors.

We begin the 2016-17 sports season with several significant changes. Meredith Cooley is stepping down after 6.5 years of service to SBMSA to focus on other opportunities. An enthusiastic team mom who later turned into the first employee of SBMSA, Meredith was the most visible face of our organization within the SBMSA community, its vendors and community partners. Meredith served as a co-chair of the 50th Anniversary Gala, organized the first sporting clays tournament as well as countless opening day festivities. She was the person everyone e-mailed about anything SBMSA related. The Board has hired Caroline Bennett as our General Manager who will work closely with Molly Ellis and the SBMSA board to build upon Meredith's accomplishments. Another significant change you will learn about this season is the merger of the Memorial Knights Lacrosse program into the SBMSA Lacrosse program. This merger allows SBMSA to continue providing a developmental 7-on-7 league for beginning and intermediate players that will be led by parent volunteer coaches as well as an advanced club option for middle school players with outside coaches. This enhanced lacrosse solution will take boys from elementary school up through high school lacrosse. This programming would not have been possible without the vision and passion of outgoing SBMSA Lacrosse Director Rob Hawkins and former

Knights President and new SBMSA Lacrosse Director Clay Holland.

We have also successfully added a 7th and 8th grade boys basketball league that allows boys in middle school to continue playing basketball regardless of whether or not they make their middle school teams. That effort was led by basketball director Rob Cooksey and 7th/8th grade Commissioner Jeff Swantkowski who formed the league within 20 days of approval and support from SBISD Athletics. Finally, the Board voted to consolidate Jr. and Sr. Baseball under the leadership of a single baseball director, current Jr. Baseball Director David Paris, and to eliminate the Colt Baseball (high school) program.

We enter this season with lofty goals to further expand participation, increase total scholarships by 10%, better address and eliminate poor coach and parent behavior with the formation of a third party Sportsmanship Committee, and finally focus on ways to enhance the overall SBMSA participant experience. I look forward to sharing updates on our progress with you in the months to follow.

Respectfully,

Lewis Gissel  
President - SBMSA



## IN THIS ISSUE

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### SBMSA General Manager

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### Sporting Clays Tournament

Grab a group and come join us for a great day of clay birds and fundraising. Terrific way to support our teams



### Medical Minute



### Basketball Updates



We're on the web! See us at: [www.SBMSA.org](http://www.SBMSA.org)



## Big Lacrosse Merger! *SBMSA and Memorial Knights*

The Spring Branch-Memorial Sports Association (SBMSA) and Memorial Knights Lacrosse are delighted to announce the merger of the two lacrosse programs, creating one of the premier youth lacrosse programs in the Houston area. Lacrosse is one of the fastest growing sports in the country, and SBMSA added boys' and girls' lacrosse in 2013. The following year, a group of parents living in the Spring Branch-Memorial area of Houston created Memorial Knights Lacrosse, a late elementary and middle school lacrosse program whose purpose is to develop lacrosse players for Memorial and Stratford High Schools. Both programs entered into a cooperative agreement with 3d Lacrosse, a national lacrosse company that provides training and competitive resources to youth and high school lacrosse players. With the merger of SBMSA and Memorial Knights Lacrosse, the Spring Branch-Memorial area consolidates lacrosse training and competition under the organizational structure of SBMSA, thus providing access to one of the most fast-paced and fun sports for area youth for years to come.

"This merger is exciting for SBMSA and SBISD families who are interested in boy's lacrosse as it combine's SBMSA's development league that focuses more on teaching the rules and basic

skill and stick development of lacrosse to younger kids with the more robust middle school offering of the Memorial Knights with advanced skills development, strategy and professional coaching." SBMSA President Lewis Gissel added, "The decision to merge operations makes sense as we are complimentary programs with very little overlap. I hope something similar can materialize with girl's lacrosse."

Clay Holland who was serving as President of the Memorial Knights will be Director of Lacrosse for SBMSA. The lacrosse board will consist of members from both organizations "Boys lacrosse in the Spring-Branch-Memorial area has quietly grown in popularity as our area teams have been very successful from the high school level down. Stratford's varsity boys program made the Division 2 state playoffs in 2016 and Memorial's varsity boys made the Division 1 state playoffs in 2015 and 2016. The Memorial Knights who will feed players into both high school programs were 6th grade city champions in 2015 and both the 6th and 7th grade teams were city champions in 2016."

The recent success of area varsity teams combined with this merger makes the future of boy's lacrosse in the Spring Branch-Memorial area look very promising for years to come.

Listed below are the accomplishments of our lacrosse programs in the Spring Branch-Memorial Area over the last couple years:

- Memorial Knights 6th grade city champions 2015
- Memorial Knights 6th and 7th grade city champions 2016
- Memorial High School Division 1 State Playoffs 2015 and 2016
- Stratford High School Division 2 State Playoff 2016





## SBMSA Appoints General Manager Caroline Bennett

The SBMSA Board of Directors is pleased to announce the hiring of Caroline Bennett as General Manager for SBMSA. Caroline is stepping into a newly created position that will focus on non-sport specific activities for the association to further expand the body of great work that Meredith Cooley and Molly Ellis have been providing. This includes the areas of fundraising, marketing, community outreach, enhancing the overall SBMSA family experience, and streamlining the association's efforts to maximize efficiencies and economies of scale.

Caroline comes to us with a long history of SBISD and SBMSA experience which will be extremely beneficial as we grow our association. She is a graduate of Memorial High School and a former SBISD educator for 16 years, who knows the SBISD community extremely well having been elected to several district teams and committees during her tenure. She has previously served SBMSA as a member of the Jr. Baseball Board as well as co-chairing the 2016 SBMSA Gala. As a member of our community, Caroline has organized and chaired fundraising events and volunteered on numerous boards. She will work to maintain our existing partnerships as well as develop new ones. She believes in the mission of SBMSA and is passionate about seeing it implemented. If you need to reach Caroline about SBMSA activities, please e-mail her at [carolinehbennett@gmail.com](mailto:carolinehbennett@gmail.com).

*You are invited  
to the*

2016

Spring Branch - Memorial Sports Association  
Sporting Clays Tournament



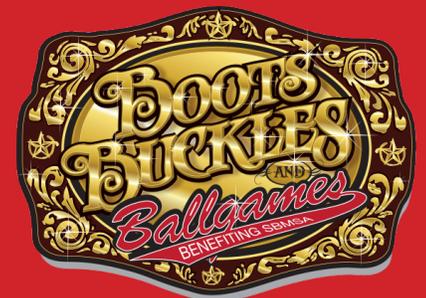
Friday, December 2, 2016  
11:00 a.m. - 5:00 p.m.

American Shooting Centers

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Sponsorship Opportunities Available

For information contact  
Molly Ellis at  
[sbmsa.advertise@yahoo.com](mailto:sbmsa.advertise@yahoo.com)



The SBMSA gala committee  
**"Boots, Buckles and Ballgames"**  
is looking for some  
committee members to help  
with the 2018 gala.  
If you are interested, please  
contact Caroline Bennett at  
[carolinehbennett@gmail.com](mailto:carolinehbennett@gmail.com)





## Medical Minute

*They say 'Practice Makes Perfect', but it can also lead to pain...*

With fall sports ramping up, young athletes will be putting in many hours of practice. If they're not careful, participating in some repetitive drills could lead to a painful injury that could keep them off the playing field for much of the season: biceps tendonitis.

"Biceps tendonitis is when the long head of the biceps gets inflamed," says **James Gregory, M.D.**, an orthopedic surgeon affiliated with **Memorial Hermann IRONMAN Sports Medicine Institute-Memorial City** and Assistant Professor at **McGovern Medical School at UTHealth**.

"It's most often caused by repetitive overhead motions. Sports activities like swimming, tennis, baseball, and even weight lifting can cause biceps tendonitis."

Biceps tendonitis is often characterized by pain or tenderness in the front of the shoulder. The pain usually worsens when doing overhead lifting. Dr. Gregory says catching it early can make all the difference in the course of treatment.

"Treatment for biceps tendonitis can be as easy as rest, ice and anti-inflammatory medications. Sometimes, biceps tendonitis is caused by poor fundamental form. Correcting an athlete's fundamental skills can often mean they won't have recurring biceps tendonitis," advises Dr. Gregory.

It's also important to be mindful of early signs that could indicate something is wrong.

"We know young athletes sometimes overlook aches and pains. If you ignore the issue long enough, it could require surgery and that may keep you out of sports activities for several months," warns Dr. Gregory.

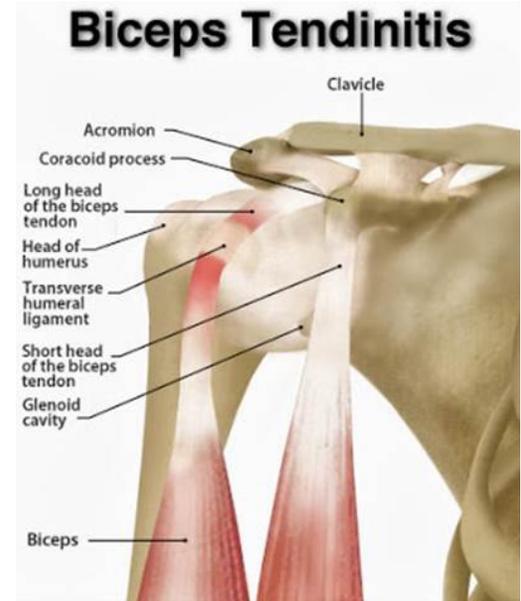
Dr. Gregory reminds athletes that a strong core helps support a strong body. He says there are also exercises that can be done to strengthen the rotator cuff, which removes strain on the biceps. He offers this takeaway.

"Don't power through shoulder pain. Get it checked out. It's easier to address on the front end than ignoring the pain and waiting to resolve with surgery," Dr. Gregory advises.

Physicians affiliated with Memorial Hermann IRONMAN Sports Medicine Institute-Memorial City are prepared to treat a range of conditions for athletes of all ability levels and ages. The Institute is staffed by physical therapists and affiliated sports medicine fellowship-trained orthopedic surgeons who specialize in treating sports-related injuries of the foot, ankle, knee, hip, shoulder, elbow and hand.

For more information, call (713) 242-2270 or visit

<http://ironman.memorialhermann.org/locations/ironman-sports-medicine-institute-at-memorial-city/>.



# Basketball Updates



*Rob Cooksey, SBMSA Basketball Director, gives us updates regarding this year's program...*

Basketball registration is up and running and I look forward to a great season. I am looking to build on the success Lewis Gissel set into motion. We are focusing on an outstanding developmental and competitive environment for players, coaches, and fans in our community. I believe there are life-lessons learned, friendships gained, character built and communities enhanced that can only be done with involvement in team sports. I want to help provide that opportunity for the children in our community.

This will be our 3rd season of a partnership with SBISD Advanced Movers program. The Movers come from schools that historically had low participation. In year one we had 6 teams in two age-levels. This year we will have at least one Movers team in 7 of our 9 age level leagues. Eric Appel, 11/12 Boys Commissioner, joined the basketball board partly because of the movers program.. "I hope to see the movers teams continue to grow, and I am excited to think about how this initiative will positively benefit so many kids and their schools' athletic programs."

This year I will have many returning basketball board members: *Lin Espey, Stuart Beken, Chris Brown, Nate Shea-Han, Rob James, Bob Bone, Chuck Matthews, and Jeff Swantkowski*. I welcome these new basketball board members: *David Baay, David Bradley, Paul Edmonds, Craig Gilchrist Matt Cabbage, Baris Ertan, Eric Appel, and Chris Arend*. Thank you to all these gentlemen who are serving SBMSA.

With an increase in teams, we need more coaches. Player and Coach Development Commissioner, Chris Arend is overseeing our free coaches clinic, and is organizing mentor programs and in-season workshops to help coaches with all levels of experience. Please consider coaching or mention it to someone you think would be a great role model for our young athletes. I have listed just some of the positive experiences SBMSA coaches have had over the years.

One coach when asked about his favorite experience of coaching for SBMSA replied, "On the field or court, my best memories are participating in the Championship games. SBMSA does a phenomenal job of making their championship games a special experience for the kids. I've had the opportunity to coach 2 teams in the Don Coleman Coliseum and it's been a great experience for everyone. However, my favorite memories from coaching are running into kids I've coached in the community and receiving a random hug, high five, or update on their current sports teams."

*Chuck Matthews*, 7 th and 8 th Grade Boys Coordinator remembers a scene he witnessed as 11/12 Boys Commissioner. He states, "About midway through the 6th grade basketball league, you found kids from multiple teams from multiple middle schools all hanging out with one another watching their friends play." This exactly the type of exposure and experience want for the kids in our community.

Our 7<sup>th</sup>- 8<sup>th</sup> grade Boys league is in its second season. *Jeff Swantkowski* is returning as commissioner. His leadership and passion for players during the expansion was instrumental in a successful first year. Jeff mentions, "Players develop differently and at different ages. Therefore, we want to have as many kids play basketball as possible through 8th grade." As a coach he said he found other benefits to the new league. "We want to provide our parents with one last opportunity to coach their children in a very fun and competitive environment."

*Bob Bone* echoed one of the most common answers we get from coaches. "Winning a tournament championship can be memorable and fun but I jump higher and yell louder when a kid, who hasn't normally scored much or at all, scores his first bucket. Nothing makes me happier."



Sign 'em up, Coach 'em up, play hard, cheer loud, and have fun!



# Community Partners



**PROUD TO BE A PART OF THIS GREAT CITY WE ALL CALL HOME.**

It all started 78 years ago. Before we became Houston's go-to sports and outdoors retailer, we were a small local shop with big Texas dreams. As the needs of our neighbors started to evolve over the years, our outlook on value stayed the same. Our commitment to delivering all things outdoors has always been met with a promise to provide our customers with low prices, every day, no matter what.

Soon after, we would grow in ways we could've never predicted — from the number of stores we opened to the assortment of products we carried. But even after all these years, one thing has remained the same. Home, right here in Houston, is where our traditions, our heritage, and our hearts lie.

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## FUEL UP!

Each month we'll let you know which restaurants are sponsoring SBMSA specials. Eat there, and a portion of your meal will benefit SBMSA!



*Buffalo Wild Wings would **LOVE** to be SBMSA's Team Party Headquarters!*  
*If you have your team party at Buffalo Wild Wings, they will donate 20% of the bill back to SBMSA!*  
*It's a WIN-WIN for all of us!*  
*Please contact [bwwhedwig@logixonline.com](mailto:bwwhedwig@logixonline.com) to the attention of Hal Combs - SBMSA Football Parties (9435 Katy Freeway/Echo Lane location only) **Book early as space is limited!***

Have questions?  
Contact your  
Program Director  
for more information!

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