



## Fact Sheet

- Grassroots basketball is being reorganized across the country. On Court Player Development® is the central organizing body for this new and improved approach. Some On Court Player Development® activities include:
  - A centralized certification program for coaches of all levels, from new participating parents to master coaches
  - Curriculum and support services for coaches, leagues, recreation and community facilities providing youth basketball development and competition
  - A national circuit of clinics and events for players, parents and coaches
  - Licensed programs for basketball academies across the country
  - Facility management of basketball academies
  - Extensive online social networking
  - A magazine for youth basketball parents
  - Online training programs and content
  - State by state organization of high school coaches
  - Youth officials education and certification
  - A speakers bureau
  - Expos
- Basketball participation in the United States has been declining for almost a decade. There are many challenges at the grassroots level. On Court Player Development® offers an innovative new approach to organizing the sport and making necessary improvements to overcome the sport's current challenges.
- The mission of On Court Player Development® is to bring back fundamentals to the sport of basketball and use the sport as a medium to build character and teach valuable life lessons to kids.
- On Court Player Development® programs are designed or approved by a highly-respected advisory team, which includes **Herb Brown**, assistant coach, Charlotte Bobcats; **Dan Bonner**, CBS NCAA basketball analyst; **Mark Price**, former NBA All-Star; **Bob Rathbun**, FOX Sports South/Atlanta Hawks Play-by-Play; **LaVon Mercer**, University of Georgia MVP and Israeli basketball legend; **Duane Ferrell**, former 11-year NBA player; **Jackie Ansley**, former NCAA basketball star and international performance training specialist; **Joe Forte**, NBA referee;

**Jan van Breda Kolff**, former NBA player and NCAA coach and **Kevin Cantwell**, former associate head basketball coach, Georgia Tech.

- On Court Player Development® is pleased to have the support of 11 Georgia High School basketball coaches across the state of Georgia, who formed the On Court Player Development® Georgia State High School Coaches Advisory Board. This board of high school coaches plays a key role in the approach to putting the game back in the hands of the high school coaches. High School Coaches Advisory Boards for On Court Player Development® are now forming across America.
- On Court Player Development® curriculums and philosophy have been proven with thousands of players, coaches and parents over the last decade.
- On Court Player Development® represents a rare breed of business resources and knowledge combined with basketball-specific expertise.
- The On Court Player Development® system offers coaches five levels of certification as well as continuing education models in one centralized location. It is currently the only coach certification program that exists in America.
- On Court Player Development® utilizes technology and online communication vehicles to build communities and share information on basketball development with parents, athletes and coaches.
- On Court Player Development® uses cutting-edge technologies and tools that allow players, coaches and parents to set up their own web page for everything basketball, including social communities.
- On Court Player Development® offers free personal training information which is easy-to-access and download, as well as premium content available for purchase and download.
- On Court Player Development® Expos offer world class workshops where players and coaches receive on-the-court training and development, as well as online training. Online training, available year round, provides instruction and content for drills and fundamentals taught during the Expo.
- The On Court Player Development® Speakers Bureau offers marquee sports personalities, both male and female, to speak on a wide range of topics at a variety of events.