



Articles and Products To Help You and Your Team!

We do appreciate you opening our newsletters. In this issue we will return to our original newsletter model with articles chosen to help you in your profession. We want to thank you for opening our product newsletters and hope they were at least informative. We would welcome the opportunity to meet with you or talk about your athletic facilities and how we might assist you in improving your product and helping your athletes.

Please enjoy these articles and our one "SPECIAL" product offering. With spring sports just around the corner it's not too soon to get your throwing athletes in shape. The J-Bands have been around for many years and have proven to be a great product for improving shoulder and upper body conditioning. Please check them out here.

As always, if you would like to sit down and discuss your facilities, please e-mail Emily at emily@howelltosports.com and she will respond quickly. Or, please call or e-mail me at 856-381-8888 or ed@howelltosports.com.

[Texas could experiment with shot clock in high school basketball](#)

Texas doesn't plan to mandate the use of a shot clock in high school basketball anytime soon, but it could allow its biggest schools to experiment with it in some capacity.

During a legislative council meeting over the weekend, University Interscholastic League (UIL) Executive Director Charles Breithaupt suggested that the state's 5A and 6A schools should be given the option to test the shot clock, according to the Dallas Morning News.

Coach & Athletic Director polls consistently find that nearly two-thirds of high school basketball coaches support the use of a shot clock. Cost tends to be the biggest barrier....

10 most innovative game-changing products for 2017

Technology is changing the face of the sports industry. Helmet sensors and modifications have improved player safety, and advanced scouting software helps coaches identify even the smallest advantages for victory.

Coach & Athletic Director's third annual Innovations Issue identifies 10 unique products that are taking the sports industry by storm. These trailblazers distinguish themselves from the rest by taking a distinct approach to coaching, athletic administration and athletic training....

Repairing a program's damaged culture

The job offer was extended, you accepted it, and you are eager to move into your new position as athletic administrator. Immediately, you start making an extensive list of all of the things that you want to improve and change. Your plan is to overhaul the culture of the athletic program.

Before embarking on your plan to refurbish the program at your new school, you need to have a few very straight-forward, important conversations with your new principal and superintendent. They are your supervisors, and it's vital that you determine what they actually want in terms of the direction of the athletic program.....

The seven 'Cs' of a successful athletic program

At this year's National High School Athletic Coaches Association (NHSACA) conference in East Peoria, Illinois, CMAA Doug Smith presented his seven Cs for

coaching. The lesson was a good reminder of the critical ingredients necessary to establish a successful athletic program.

Smith has been a member of the Illinois Athletic Directors Association for more than 30 years and was inducted into its Hall of Fame in 2015. Here are his thoughts on what it takes to build a strong program foundation.....



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J Bands

[Overlooked Uses for a J-Band – Part 1](#)

Go to just about any baseball field in America, and you'll find Jaeger Bands (J-Bands). They're well established as great tools for getting in some quality arm care - and doing so conveniently.

What you might not realize, though, is just how many exercises you can do beyond the traditional J-Band sequence. With that in mind, I thought I'd introduce ten exercises our guys often do with J-bands when they're looking to step up their training while on the road.....

[Overlooked Uses for a J-Band – Part 2](#)

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