



**Train  
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# Herb Welling Interview

## The State of Youth Basketball

*I am really a student of the game and I want to learn as much as I can at all times. I try to get better everyday, every minute, every hour.*

# Herb Welling Interview

## “The State of Youth Basketball”

HSA: Hi this is Brian with Hoopskills Academy (HAS). I just want to welcome everybody to the phone call today. I've got Herb Welling with me who is what I would consider, one of basketball gurus of America, that a lot of people don't know about but do know about. He's got a lot of publicity recently for what he's done and it's long overdue if you ask me. A little bit of my background with Herb. When I was growing up playing youth basketball, Herb actually managed one of our basketball leagues, it was called the Rob Thomas Basketball League and it was by far the most organized basketball league I've ever been in. They kept stats for us, scouting reports on the teams and we're talking when we were eleven – twelve years old and it was wonderful, so I'd like to welcome Herb to the call.

Herb Welling: Thanks Brian, I sure appreciate that. That takes me back I realize how old I am now, but the years go by fast.

HSA: They do go by fast. that was – really, I look back on my life and that was one of my favorite memories of growing up and one thing I'll say before and I'll end with the same story as well but, Herb has a very special place in my heart just because of the fact that when I lost my last high school basketball game in Iowa, we missed a last second shot and the other team ran out on the court and ran passed us and everything. It was stressful, it was crushing and as I went to the locker room, the last person I saw and the last person that gave me a hug was Herb, so I've just got a special place in my heart for the guy so it's an absolute privilege to be able to interview him today.

Herb Welling: It was one of the pleasures of watching you play basketball since you were in seventh grade and was no problem.

HSA: I appreciate it. One of the things you are getting the most publicity for now is you came out with a video – I think it has been a couple of years now, correct?

Herb Welling: Yes

HSA: And it's called The Dribble Motion Offense.

Herb Welling: Right.

HSA: And who publishes that?

Herb Welling: SYSKO, out of Wisconsin.

HSA: Very good. Now how did you get involved in that? Give us the background of how that came about.

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Herb Welling: Ok. We were studying this offense and I had first heard about the offense through Mike Dunlap at the Pete Newell's Big Man Camp. My stepson had been attending the Pete Newell's Big Man Camp and he was talking about this dribble penetration offense and I thought it would match up well with the kids we had coming back at Omar Central High School where I coach. So more and more I got into studying it and I asked my California guy, because it was a California junior college coach called Vance Walberg who is now an assistant coach at the University of Massachusetts. So I got interested in a guy named Brian McCormick that writes a lot of stuff on the internet and has published a lot of books himself. Brian had told me about Vance Walberg and had kind of explained the offense to me and I went from there and I studied it like a maniac like I always do. I wanted to know every little bits and pieces about it so I collected every bit of film that I could about Fresno City College and Walberg in fact, sent me two games and I got other games from other people and I started collecting clinic notes that he wrote and I got practice DVDs from both Fresno and Memphis. Where I got the most information was from Puget Sound and one of my friends of a friend. I got a ton of information from him and I've been learning offenses from lots of other really sharp coaches. Three out of the last four years in Nebraska, we won the Class A, which is the biggest class in Nebraska State Championship running the gold drive motion offense.

HSA: That's crazy. A lot of these phone calls that we're doing, a lot of these interviews that we're doing are for younger players as well as coaches alike, so, just by that story alone, it will kind of explain to the coaches especially sometimes the work or the effort they'll have to go through, to learn something or be a master of something and that's why I call you Guru, because how many people would go through the effort to learn and to master that? What are some of the schools right now that run the dribble drive?

Herb Welling: Well, the dribble drive, there's Puget Sound, Vance Walberg a little bit, I imagine Kentucky is going to run the dribble drive and there's St. Anthony's out of New Jersey won the National Championship two years ago and many high schools run with it.

HSA: Who coach the St. Anthony, is that Hurley?

Herb Welling: Coach Bob Hurley, who is the front line.

HSA: Ok.

Herb Welling: Bob Hurley, who is a coaching mentor to me, he's my favorite coach, so I learned a ton from him and I began to share all that information with coach Hurley. Along with that came a great dribble package that they call the Fresno 45, which was the first 45 minutes of practice which was all drills designed to help the offense game get better and it taught you better individual skill development a range from shooting drills, dribbling drills and decision making drills and fast rate drills that went into developing the offense which is the great thing about that offense is that it develops your player as well as the offense with the drills that came along with the first 45 minutes of practice.

HSA: The Fresno 45?

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Herb Welling: Yeah, they call it the upper nine 45, but it was the team drills that they did to build it from like, lay ups, two man drills, three man stuff, four man stuff, five man stuff and in shooting drills that went into it everyday. It was like a daily 45, Vince Walberg came up with to help the offense.

HSA: Not bad.

Herb Welling: No, so he is a hell of a teacher and he kind of took a difficult job as his first head coaching job at Pepperdine and run into some trouble there at Pepperdine and now it's good that he's an assistant coach for Kellogg at UMASS.

HSA: Very good, very good. Alright excellent because I wanted to give at least a little bit of your background as far as how you came to the dribble drive. You had articles featured in – I know Sports Illustrated had a feature on you.

Herb Welling: Omaha World Herald had done a feature that did a feature on me, a huge feature on me in the Sunday Sports section and they dubbed me the minister of information, that's what the high school football coach said and our high school, dubbed me the minister of information because if I want to find out anything, I can find out anything within a matter of a few phone calls. I'm going to study intensely. I am really a student of the game and I want to learn as much as I can at all times. I try to get better everyday, every minute, every hour. I'm trying to get better, becoming a better communicator and just better at the game of basketball and at the game of life.

HSA: Where do you think that drive comes from?

Herb Welling: I think it comes from Brian, because when I was younger, there was nobody out there to teach me so much about the game I loved. I wanted to be the coach that left no stone uncovered, so to speak and I fell in love with UCLA Basketball when John Wooden was the coach there and I was fascinated by it. But I didn't have the greatest junior high coaches or any of that kind of stuff. There wasn't the proliferation of coaching and coaching materials out there when I was younger. So my drive for not knowing different things to become better as a better dribbler, a better basketball player – we look forward to the feature on NBA called Red on Roundball you used to do your thing and do dribbling drills and that kind of stuff. Now, that's kind of our only media thing that we had back then that was kind of the forerunner to videos and to DVDs and the instruction was in the seventies at half time of the NBA games, there used to be a Red on Roundball.

HSA: Really?

Herb Welling: Yeah, Red on Roundball and you could put it up on youtube and there's segments on NBA TV that shows you Red on Roundball from back in the day and just segments that he'd on different guys on there Bill Russell, teaching you rebounding or it could be picking low with Doug Collins or somebody else. It was our only tool of learning from the pros back then and back then the only teaching camp as 5 star and when I was a kid – I know you attended as a camp – but we always thought it was invitation only so a lot of us didn't do to 5 star and 5 star had a major impact on me becoming a great coach. 5 star and basketball camps out east and we

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thought it was invitation only so there wasn't many camps and stuff so probably the only camp I went to was when Larry Brown was coaching the Nuggets and I was twelve years old and he had a camp at Fort Carlson in Colorado and I got to learn some things from Larry Brown who is probably as good a teacher as there has ever been in basketball. So, that's probably my only exposure to camps at a young age.

HSA: Ok, good to hear. 5 star was eye opening for me. It was the first time I'd really – you know, I'd come from a completely white background, my nickname within one day was 'country club' because of my extremely white cross trainer shoes that I would wearing, but it was the first time I'd ever played against that type of player before. I was on teams with Danny Hurley and we played against Travis Best and Bobby Hurley was a few grades older than me, but they were all there, but being around those types of players, that type of atmosphere was extremely eye opening.

Herb Welling: And I think Brian, a lot of kids don't get to see the great kids on the east coast of how highly competitive thing are and I would say that your true strength in basketball is New York and New Jersey, in Philly and Washington DC and Baltimore and a lot of kids – like a kid in Nebraska or Utah – aren't going to see that as much and they don't see that, our last NBA player, that played from Nebraska was Eric Strickland that has been like almost seventeen, eighteen years ago, that's played in the NBA from Nebraska.

HSA: Where did he go to high school in Nebraska?

Herb Welling: He went to Bellevue West which is a suburb of Omaha.

HSA: Ok.

Herb Welling: So, he is the last kid that's basically from Nebraska that played in the league. So, it's been a while and kids from around here has got to be – our closest mecca of basketball to here is got to be Chicago and that's like about eight hours away and our closest NBA team is five and a half six hours away in Minneapolis.

HSA: Yeah?

Herb Welling: So, we don't have the luxury like Utah does of having NBA players around them such as Salt Lake City that they do, so that's just a disadvantage a place like Nebraska has, there is nothing for a kid to inspire to because you just have a Creighton which is a great coach but you don't have as many players or Kyle Korver as for the Utah Jazz or – these are only NBA players that came from Creighton recently.

HSA: There's an Iowa kid there.

Herb Welling: Yeah I'm a home grown Iowa kid. Iowa is across the river here and in Nebraska, Iowa has got good basketball because Kurt Heinrich and Nick Collison. You've got a number of guys that played in the NBA; Ricky Davis and those types of guys, so there's more for those in Iowa. Nebraska is a youth baseball craze and obviously football, but basketball is at a lower level here and in Iowa across the river, it's crazy about basketball.

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HSA: This kind of leads you to my question, for a kid that's playing in Nebraska or a kid that's playing in Utah, what do you think is the difference between those kids as compared to the kids you're talking about in the basketball meccas and the Baltimore's, the Philly's, what's the difference?

Herb Welling: I think that it's played at a much higher intensity level, skill level and those guys Brian. If I'd encourage any kid, you've got to get with somebody that is going to make you bigger, stronger, faster, that's going to maximize your athletic abilities as well as skill level that you can, because those kids are bigger, stronger, faster and they've been around the game a lot, they understand the game a lot better from an IQ standpoint and a feel for the game and a lot of kids in those lesser known areas. You've got to get with somebody, you've got to be doing stuff that Alan Stein, the guy that comes to my mind, strength and conditioning guy that goes around in Nike. You've got to start doing that at a younger age level if you're in Wyoming, Colorado, Utah, Nebraska type of situation. You've got to figure out how to get bigger, stronger, faster and then you've got to go to those meccas and play when you're a little kid, a lot younger and a lot of those places don't do this much. A kid in Nebraska doesn't start playing nationally until recently until they were in ninth and tenth grade and they've got to go do it when they're in third and fourth grade.

HSA: That is crazy how it's changed.

Herb Welling: Yes. With the proliferation of information on the internet and stuff, kids have also got to take advantage of that. There's a lot more stuff like I've seen growing up, there's a lot more information to get better but I'm not sure, but I think we have less gym rats – a lot less gym rats than we're used to because there are a lot more things in life to do. We didn't have all this video games, when I was a kid we had pong and the beginning of the Atari television era and now you've got like cable TV and where we used to have four or five TV channels and that was it. Now you've got everything and you've got a lot more stuff and you've got a lot more different things; malls and different things.

HSA: Cell phones.

Herb Welling: Cell phones.

HSA: Arch nemesis, cell phones, mp3 players, all of it.

Herb Welling: And computers and everything else and kids play way too many games so they're not as competitive anymore as the games don't mean as much because they think of meaningless and coaches don't make the games or practices competitive often in my experience right now. They become numb in the winning and losing and I think America has got to become a lot more competitive and I think schools and every else has made us a lot less competitive, which is a shame. You can't become Bill Gates or Warren Buffett or Michael Jordan or Coby Bryant without being competitive.

HSA: I agree they've got to try and be the best.

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Herb Welling: Without trying to be the best. So that means we've de-emphasize in becoming the best that we can be and being the best takes a lot of work and it takes a lot of deep practice. I'm reading two great books; the Talent Code by Daniel Coyle and Talent is Overrated by Geoff Colvin, and it takes a lot of getting into what they call deep practice and developing the mind and your brain to become the best you can be and being around master teachers. So we don't have an opportunity and that's in anything, music, sports, academia and anything – to be the best you've got to be around a great teacher or get into some type of deep practices to become the best you can be, you know?

HSA: I do. Now, a minute ago you mentioned a gym rat, what's your definition of a gym rat?

Herb Welling: Oh, I'll say a guy that you've got to kick out of the gym that's going to be – hey, school gets out, you're going to have to kick him out of the gym and the gym closes at ten and he's there and he's bothering you to get up more shots and just likes to be around the game all the time. It's like finding a gym at Christmas that's open, finding a gym that's open at Thanksgiving; somebody that wants to have a ball in their hands all the time, you know?

HSA: I do, we've got a kid, just recently, over this last Christmas breaks – I was one of those kids, I was a gym rat and loved it. It's one of my favorite memories, I always tell people where I was raised, they'd ask where I was raised and I'd say in pretty much a church gym. In Utah, there's Mormon churches all over the place and that was where I was pretty much raised. My dad would drop me off and I'd play for two hours, he'd come pick me up and that was it. I never had a job in high school because of that, he would actually pay me \$10 every hour I went and practiced, because he didn't want me to be side tracked by a job, so it was great. But anyway, this past Christmas time, I'm at the gym with my nephew, he's a twelve year old who could be a little more competitive, he has a lot of ability but I don't know if he's willing to put the work in yet, but while we were there, it was about three o'clock on a Saturday afternoon, right around New Years, Christmas break and Marty Haws and his son Tyler walked in. Now, Marty Haws played at BYU years ago and his son Tyler was the highly recruited kid in the state of Utah in the past few years who signed with BYU. They walked into the gym and it wasn't just they walked into the gym and started shooting two shots here and there and walk into the ball. They had a set practice, they had the chalk board out and I sat there and watched for a half hour to an hour and it was just like my dad or me at the gym when I was that age. So, it was great to see, but during that whole Christmas break I'd go to the gym everyday around the same time, they would be there and nobody else would show up, but it tells you, that's the difference between a kid who gets to division one, like he wants to and other kid in that same category. It just doesn't work out; he's got to be willing to put the time in it. This kid is a perfect example of being around the right people and willing to put in the work to do that.

Herb Welling: Right. Where is Tiger Woods without Earl?

HSA: Exactly.

Herb Welling: Where are Venus and Serena Williams without Richard Williams? People like to criticize these types of fathers but are they at the level that they are or playing and doing as successful as they are without those types of fathers pushing them and driving them? There are pros

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and cons to that too Brian, but I'm just saying competitiveness and teaching and putting them in the best arenas to learn the sport that they are in.

HSA: Exactly. I agree, given the best chance to be successful as possible. I wish when I was younger I would have gone out back east and faced that competition when I was younger because it would have been much better for me. I thought growing up I was competing against the kids from Utah and at the time I was better than they were, at the time.

Herb Welling: Right.

HSA: But in reality, my competition was with the kids I was back east with, those are the kids I should have been competing against.

Herb Welling: In that way, you see, hey I'd rather get this much quicker, I've got to get this much stronger and I've got to understand the game because it is a physical game, Brian. A lot of people think of the finesse part of the game but guys like John Stockton was as physical and as dirty as a ball player as you could be.

HSA: Yeah.

Herb Welling: He is a great screener as well as running, picking – like Picasso with the ball there running and picking and roll with Karl Malone. John Stockton played hard and was competitive. If it wasn't then for Michael Jordan, he'd probably had a couple of wins, he just put the league in the wrong era.

HSA: You're right.

Herb Welling: But Stockton set screens and he wasn't scared to sacrifice his body at – whatever he was, 6'1, 185 lbs or something, he wasn't afraid to set a screen or box somebody out.

HSA: You're right. The thing I loved about him – and I got to grow up watching him in every game – is just his competitiveness, he was going up against bigger guys every single night, but physically, you're right, he did whatever he could to compete and he came out on top most of the time.

Herb Welling: And he battled, he didn't back down from anybody, but it's kind of nice to have a right hand man like Karl Malone who nobody is going to mess with anyways.

HSA: That did help him. I'm going to side track a little bit and I've got a question about this – this is something you and I talked about a little bit in the past but AAU basketball in the past man, fifteen years has grown like crazy. When I was growing up we had what was the Pump and Ran Camp, the Pump Brothers out of California.

Herb Welling: Yeah, and they had the Slam and Jam originally at the BCI. So that all evolved and then they used to have the national AAUs which could be played anywhere in the country. I think in Utah we had at one time one age group, we had Nationals, and I forgot the guys name in Utah that used to run it all the time. So those will be the only event and then you had all of

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these events came out of nowhere. I remember talking to Dana and Dave Pump before they were anybody in Utah, before they were anybody and it was 25 years ago and they were just basketball nuts trying to get going in the business and I don't even remember if they remember talking to me much in Utah, but I remember those guys loved basketball and Clark Francis of the Hoop Scoop. It used to be the 5 star and the BC Camp and then the little bit of eastern invitational and that was it and now everybody in American has had a camp, has an AAU tournament and it kind of got watered down, like in Vegas, there used to be only one Vegas tournament, now this summer there was four Vegas tournament.

HSA: No, its' crazy.

Herb Welling: And so, everything, like in anything, everybody is trying to or has an angle to make a buck or to have that player at their event and whatever. AAU gets a kind of a bad rap and the NBAs and the NCAAs coming together and this hoops initiative with the Adidas and Nikes, but Adidas and Nike were part of the reason all this got to where the problem is now. They're a part of the solution but they've also been a part of the problem too.

HSA: Yep.

Herb Welling: I wouldn't say that AAUs are totally bad; I wouldn't say that the camp scene was totally bad or totally good either.

HSA: AAU specifically, how would you say it helped or hurt the game?

Herb Welling: I think how it has helped the game is bought guys who would have never been able to compete against different players from across the country, so a kid in Indiana may not have been able to perform against a kid from California, a kid from New Jersey against a kid from Utah competing against a kid from New Jersey. It provided the completion and what it did was enable people to play from different styles of basketball across the country which is good, I think it's good. I think that a lot of the guys do a good job of coaching a youth basketball, like in high school and everything, there are bad coaches and there are good coaches. There are the creeps in AAU basketball and there are creeps in high school basketball. I think that there's good and bad in everything, so for them to paint a picture that the AAU thing has been totally bad for the game, I think its wrong, because now you've got more personal trainers, everybody has got shooting coaches, hitting coaches, golf coaches, pitching coaches and then for us to say all this fundamental, but we didn't have all these different specialized coaches in mind when I was growing up and it started to happen 20 – 25 years ago. Well, how come they're saying that all the fundamental guys can't shoot anymore, the Europeans dominate the game and all this other stuff, well in the top league Brian, in the NBA its still American guys dominate the shooting stats, its not totally a European thing.

HSA: You're right

Herb Welling: With all this stuff, you've got more coaching and teaching going on and the so called teaching and coaching going on than you've ever had. You've got all these guys that are individual trainers and all these other stuff in the country, you've got all these stuff going on more specialized than you've ever had and they're coming on and saying well we don't have the

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American kids, well I'm saying the elimination of pick up basketball like there used to be – you used to have to play against older guys and play a lot smarter. The older guys will get on you if you made a mistake, they won't play hard, they'll teach you the little tricks of the game, there's no more basketball hierarchy, there's no more. The gym rat's gone because the gym rat used to play along the older guys all the time

HSA: Yep.

Herb Welling: There is none of that, there is no consistent run. In the city of Omaha, I couldn't tell you where the run is out tonight, where a younger kid could go play against an older guy, there is no run. There are no runs that go play against – if I was Brian Schofield back in the day, I could go and get in a run against Danny Ainge maybe or I could play against Pace Mannion or somebody like that. I could do that back in the day; I could play against somebody that played like Aaron McCarthy that played at Utah or somebody that played at Weber State. There is none of that anymore, there is no basketball hierarchy, there is no gym rat, there's no playground or sand lot mentality in baseball either.

HSA: Yep, you're right, but what can we do about it?

Herb Welling: I just don't think we can bring something that turns the guy who developed the great woman's volleyball program in Nebraska. Women's' Volleyball programs are on like two or three National Championships and Nebraska High School produces more division one girls volleyball compared to anybody not only per capita but more than even the state of California, more division one volleyball players than anybody in girls volleyball. I like saying, we can't bring back the days of the gym rat and the playgrounds and all that stuff, it's changed. What kids have got to do is we've got to, high school coaches play too much summer leagues or team camps and we've got to get kids getting into the camp mentality again and going into camps and toughen it out for a week of camp and kids go into week long camps. Brian, there is not even week long camps anymore in basketball like there used to be. They're like microwave, they get you in and out of there and they microwave these camps situations and then there's not where kids go out and play on their own, you're not going to see the kid at the park making 500 shots a day or the gym or that kind of stuff, but that's not going to happen any more. You've got to get with somebody who knows the game and you've got to go out there and get your shots up on your own and work on your individual skills and go find that guy to go play one on one against now or go play against the college guys. So, if I lived in Omaha, I've got to go play at Creighton against the college guys who now in the fall when I can before they start practicing or I've got to go play in the University of Utah or BYU and Weber State and I've got to go out and play against those guys, I've got to find a way to get up there. I'm in charge of my own life; I have got to go make myself a player.

HSA: You're right.

Herb Welling: You're in charge, we've got to give individual response and accountability to that type of situation again in where I am responsible for my game and there's so much information out there and people that are not willing. I'll just get back to that if you want to be good at anything, you've got to outwork people and outthink people and outtalk people.

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HSA: You're exactly right, I know it drives me crazy and I talk about this a lot on the website too and a lot of videos and articles I write. It drives me crazy when I go to the gym and I see coaches working with kids and they're individual workout, individual working and the kid does a shot and he'll walk after the ball.

Herb Welling: Oh, it'll drive you nuts.

HSA: Yeah, the coach won't push him to run after the ball or the coach won't push the kid to make a ten out of ten foul shot, they're content with seven or anything like it. I remember even going in and working out with my dad and he was a lot like the – well you know him well, he was tough, but if I didn't swish the shots, if I didn't swish the foul shots they weren't good enough. So, you're right, a lot of that's gone.

Herb Welling: You're right a lot of that's gone. You don't have the Chris Jackson who became Mahmoud Abdul Rauf, I got to see him play in high school a couple of years. Well, he was a perfectionist, he didn't like the ball hitting the rim and he pushed himself, he didn't have a mom or dad out there who was a great high school coach but Chris Jackson pushed himself. We don't have that ultra competitive guy, he wanted to be like his hero Michael Jordan and be competitive and he pushed himself and I don't see anybody pushing themselves to become a 95% free throw shooter or a great three point shooter, I just don't see it. Like I was growing up, I remembered everybody wanting to hit a million free throws in a row, applied themselves to being a great outside shooter.

HSA: You're right

Herb Welling: And the only way to do that is through repetition and that's the only way to get better at anything, it's repetitions.

HSA: I agree, repetition, failing and you get that feeling inside that you don't accept the failing and that it's just not good enough, that if I hit eight out of ten three pointers, I can't say wow I've hit eight out ten, that's good. Something has to drive me where, eight out of ten isn't good enough and I've got to go back and get ten out of ten later.

Herb Welling: And I remember in our league, you'd be one of the only kids that would average like 35 points a game, that had those type of games but there's not that many type of kids that are going and dominating youth leagues that are scoring and we're talking about these three thousand point scores and high scores, there's not many of those guys left Brian.

HSA: Right, you're exactly right, a few more things for you if you have time.

Herb Welling: Yeah, I've got a minute or so here Brian.

HSA: Sounds good. Really quick, young coaches, if you're working with a bunch of young coaches how do you counsel them to work with their teams?

Herb Welling: To work with their teams is to go study the masters, you've got to imitate the masters of the game, you have to go study the John Woodens, the Bobby Knight, the Bob Hurley,

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you've got to go study those types of people.

HSA: When you study them, what are you looking for?

Herb Welling: They've already laid in the peak so you've got to study them, guys that mastered the fundamentals of basketball, then you've got to run your practices like those guys. Their classrooms is what they practice floor and they're teaching fundamentals, they're not worried about how many plays or defenses they've got, they're worried about teaching kids how to grow, develop and shoot, footwork. Footwork is probably one of the most neglected things taught.

HSA: I completely agree.

Herb Welling: And they're worried about that. There's so much information, its shame on anybody for not becoming a good coach in these day and age, there's so much information out there Brian it's incredible.

HSA: And so many people, willing to share the information.

Herb Welling: Yes, they are.

HSA: Give me your idea of a basketball team, do you like a mix, do you want all talent, are you looking for a mix of players?

Herb Welling: Well, you've got to have players, of course you've got to have a role player, everybody's got a role, Michael Jordan's team with the Bulls, his role was to score. John Paxton and Steve Kerr, their role was to take care of the ball make sure Jordan got it in his box and he can do things and then he hit open shots when Jordan was doubled. Dennis Rodman's role was to rebound, Luke Longley's role was to make some plays once in a while and defend the other teams post guy it's kind of like the same thing. Scotty Pippen's role was to be a play maker.

HSA: So, how do you get the kids to buy in to the role?

Herb Welling: As coaches we've got to be demanding of the roles, not everybody can be the star and you've got to be demanding. A lot of coaches say a lot of coaches are afraid to coach their best player and I see that a lot in high school ball or AAU ball or little kids ball, you name, you see it, where they're scared to coach their best player. Greg Popovich isn't scared coach his best player.

HSA: No, he's not. The issue is – you know this as well as anybody – when the kid goes home after practice and he is talking to his mom and dad and his dad says “so what do you play in” “I'm kind of a role guy in the third or fourth option and I set kicks and rebound” and the parent says “oh, you should be the best player on the team”.

Herb Welling: Yeah, that's where we get mixed signals, parents used to not be involved as much back in the day and in any organization to be successful, you need role players in the team. You need to help the team and in life that's your role and not all of us are stars. I've gone on to work camps where guys who I know I know more about the game or whatever, they've just been

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blessed to be in certain situations where they're major division one head coaches now or they work in the NBA. It's just working hard and being in the right places, knowing your role in life, you know?

HSA: Yep.

Herb Welling: There are certain things, I'm where God wants me to be, you've got roles in life and you've got to accept your roles in life.

HSA: I do. If I'm a coach like yourself, how do you handle the parents that come to you and say, "how come you've got my kid who's never shooting the ball? My kid needs to be a scorer", what do you tell those parents, how do you deal with them?

Herb Welling: You've got to be brutally honest with them and I don't think enough people are brutally honest with coaches and they're phonies, they're too worried about this political correct stuff out there Brian and that's what I'm saying and then you've got to move on from those types of people. Everybody took roles and every time we've had a really good dream team and the dream team wasn't led in scoring by Michael Jordan, it was lead by Charles Barkley. Everybody takes a role on the team, Jordan did a lot of the ball handling because John Stockton was hurt and Magic Johnson was up in years so Jordan played a lot of point on that particular team.

HSA: Yeah? But it was fun to watch.

Herb Welling: It was fun to watch but it was accepting roles, Barkley and Magic Johnson went to top scorers on the team by any means. Winners take whatever roles they have to do. Trevor Ariza played a major role for the Lakers this year, he became a significant role player, look at big shot Bob or Robert Horry, these roles hit shots, they've shot and he has six titles, six rings Robert Horry has won six rings.

HSA: And that's why I can say that you know Popovich is a great coach, because when you get the players to buy into their role, bite off on that role, even have Genobili come off the bench and having the guys bite off on it and they agree to it and say, okay, this is what's best for the team and have it work, that's an amazing thing.

Herb Welling: That is a amazing and Phil Jackson does the same thing, he gets guys to buy in their particular roles, its' people management, so people should follow the Phil Jacksons or the great Popovichs because they are great managers of people.

HSA: You're, right. I know you've got to run I apologize; we're dragging a little bit over. Anyway explain what you do.

Herb Welling: Explain what I do? I'm a high school security person, a security officer at the Omaha Central High School and then I'm starting a new coaching job this year at Omaha South. I am going to be the JV head coach or the freshman head coach, I've got to determine that in the next couple of days and go on and take a new challenge in life and try to revise the basketball program and I run the Midwest Stars AAU program and we had a seventeen hundred and sixteen hundred, two seventeen hundred and sixteen hundred teams –

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HSA: I understand, and this is why I'm saying this, for people that are listening, this is a man that I know, that I love who is an absolute guru of basketball who does this – anyway thanks you for you time Herb you can take off now.

Herb Welling: No Problem.

HSA: Thanks for being on the call.

Herb Welling: Thank you, bye.

HSA: Anyway as I was saying with Herb, he had to take time out of his day to day as a security guard to be on this phone call to talk basketball. He absolutely loves the game of basketball. So, he's a security guard, he's a JV basketball coach, but there are hundreds of coaches throughout the country who know Herb by name and he can call at a drop a hat and they'll listen to him and talk to him because he's an absolute guru of the game. Anyway, thanks Herb and hopefully we can do another one with Herb shortly and that's it. Thanks everybody.

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