USCCs' NBC Basketball Camps Launches New Teaching Theme for 2019

NBC Basketball Camps, a sports education program located in 8 countries, has launched its new 2019 sports psychology teaching theme for summer 2019.

SPOKANE, Wash. (PRWEB) November 19, 2018 -- NBC Basketball Camps’ summer teaching emphasis for summer 2019 is the phrase, “Go Beyond” and will be the center piece catch-phrase around inspiring athletes to build talent, grit, gratitude, servant leadership, and other cutting-edge training practices.

“NBC Camps is unique in its pairing of psychology, talent development, leadership and spiritual practices. Not many programs are as aggressively integrating the best research into a customized educational platform for sports. This program trains the total player,” says NBA Trainer and College Coach RJay Barsh.

According to NBC Basketball Camps leadership, the mental training of athletes is the number one important aspect for helping students advance. NBC Camps Founder and President, Fred Crowell states, “For us, attitude is king. The ‘want to’ factor is far more important than the ‘how to’ factor. A student with access to the best equipment, coaches and facilities with a bad attitude will not advance compared with the tenacious, mentally tough attitude of the kid that really wants to make it happen.”

NBC Basketball Camps’ teaching theme will impact thousands of campers this summer as students from all over the world attend camps at over 150 weeks of camp. Jennifer Ferch, NBC Camps Chief Operations Officer and one of the creators of the NBC Camps content has a master’s degree in psychology from Gonzaga University. She collaborates with her husband, Dr. Shann Ferch, an international expert on Servant Leadership and professor in the doctoral department at Gonzaga University.

“Coaches, athletes and parents are looking for ways to help separate their students. We want to give them tools to be their very best. NBC Camps wants to be on the forefront of the psychological as well as the technical aspects of the sports we teach because we know from our long history working with students, the drive and will to prepare to win is that key separator,” says Jennifer Ferch.

NBC Basketball Camps creates unique teaching booklets, DVD teaching videos and customized staff training to help immerse athletes in the summer training. Campers are instructed and educated based on age and ability and are pointed toward the most practical tools to be more mentally tough, confident, tenacious and resilient.

About NBC Basketball Camps

NBC Basketball Camps are located in over 40 US cities, as well as Alberta, Thailand, Austria, Italy and the UK. NBC Basketball Camps offers summer training, clinics, travel teams, academies and other educational and motivational opportunities for growth and development. NBC stands for Nothing Beats Commitment and the core belief that daily commitments reveal future success. NBC Camps was started in 1971 in the state of Washington and has expanded its outreach to include volleyball and other camp programs as well. For more information about NBC Camps visit www.nbccamps.com or call 1-800-406-3926.

About US Sports Camps

US Sports Camps (USSC), headquartered in San Rafael, California, is America's largest sports camp network.
and the licensed operator of Nike Sports Camps. The company has offered summer camps since 1975 with the same mission that defines it today: to shape a lifelong enjoyment of athletics through high quality sports education and skill enhancement.
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