

"BCI is the kind of organization that exists because of love: Love for people, love for kids, and love for the Lord. When BCI competes and mentors, the world benefits from a ripple effect of enthusiasm and faith. They choose to walk the walk, here and now. I stand tall in support of BCI – these guys help all of us raise the bar on what we should expect from professional athletes, and they enable their partner organizations to make the impact they deserve."

-- Allan Houston,  
NBA All-Star



**BCI Founder, Sharm Scheuerman with high-schoolers at camp**

Athlete celebrity influence is inevitable, and kids are especially vulnerable to the messages they hear. Every day, they compare their clothing, their choices, and their values to what they see in their basketball heroes on and off the court.

Basketball Club International (BCI) was founded to support professional basketball players – men who are willing to hold themselves and each other accountable for their choices so that, together, they may influence the next generation in a positive way.

We're changing the cycle of influence, one player at a time.

Our unique nonprofit organization challenges professional basketball players to grow deeper in their faith, walk alongside their peers, and share their life experiences with fans and kids. We focus on the pro player because he is often the strongest influencer of other pro players and because this exclusive peer group maintains – for better or worse – a collective position of influence over the rest of the world.

With a challenge to be mindful that his everyday life is a testament to his faith, BCI offers unique opportunities for the pro basketball player including player-to-player fellowship, competitive tournament play, and community outreach initiatives for kids.

Many players are seeking something beyond themselves and just don't know where to begin. BCI says, "Start where you are, and we'll support you all the way."

# Our Position

BCI encourages and challenges the professional player to recognize the high level of influence they have – and to examine the message they send with the life choices they make. We believe that every life is made of opportunities to take every experience and “make it count” spiritually, and that when pro basketball players recognize their influence and step up to be real-life heroes, they show their fans – especially kids – that striving for true greatness begins with integrity, accountability, values, and faith. Since BCI was founded in 2004, evidence of our impactful, inclusive message can be seen across many faith-based organizations.

## Our Players

Professional players are invited to become involved with BCI based on their willingness to “step up their game” in the way they will influence others, their passion for BCI’s mission, and their ability to conduct themselves in a manner consistent with BCI’s statement of faith. Players associated with BCI play a great game – on and off the court. They recognize that, together, they’re in a unique position to influence the next generation across political and religious barriers. By continuing to challenge and support these players, as they lead by example, BCI is able to go where they go and inspire where they inspire.

## Our Programs

BCI’s activities are designed to offer opportunities for professional basketball players to “step up their game” and share their faith-based values with each other and with the people they influence.

BCI has two sides of the organization. The **private offering**, REWire, allows BCI to interact with the players directly and encourage them in their faith and their lives.

- **REWire Network** - A network of professional basketball players, driven by and led by players who make themselves available for the spiritual and practical support of their peers through a mobile application designed specifically for the players.
- **REWire Events** - Opportunities for players to connect in-person vs. virtually throughout the year at the NBA All-Star Weekend, the NBA Summer League and at the REWire Retreat.
- **REWire Seasons Program** - Retired professional players of faith, in a one-on-one partnership with current and/or retired players focusing on transitions through the seasons of life, including personal growth and long-term professional career development.

The **public offering** provides opportunities for pro basketball players to interact with fans and youth.

- **Basketball Plus Camps** - A youth program that BCI facilitates as a camp or integrates into faith-based and secular organizations’ youth events. Our camps focus on various aspects of the game, supplemented by memorable leadership and character-building workshops.
- **BCI Courtside Live** - An online, interactive, real-time event that connects more players to more kids and fans around the world.



## REWire Network

BCI created REWire to foster opportunities uniquely designed to connect, encourage and challenge pro basketball players. The REWire network of professional basketball players is driven by the players and led by the REWire Leadership Team: athlete leaders who make themselves available for spiritual and practical support of players “on the path.” As a part of the REWire Network, pro players find common ground, encourage each other in their unique roles as leaders, and – with compassion, challenge each other on topics related to integrity, accountability, values, and faith. Together, REWire players focus on “Keeping it Real” in a world that often asks them to compromise their spiritual life.

BCI supports REWire and the Leadership Team according to needs expressed by them. In the spirit of BCI’s mission, REWire conversations, whether public or one-on-one, are friendly and encouraging. Players are supported no matter where they are spiritually or in life. Discussions often move from “integrity” and “choices” to more specific matters as the relationships between players grows.



**Mike Wilks and Sharm Scheuerman**

The REWire Network interaction may be the first personal conversation a professional player has with another player who desires more than status and wealth from his career. Sharm’s passion was the professional basketball player, and his mission was to walk with those players on their faith journey through all of the ups and downs, while gently reminding them that no matter how great or terrible earthly circumstances

### Our Reputation

**BCI has had the privilege of being recognized by exceptional individuals who understand and support our vision.**

“Professional basketball players, and the game of basketball itself, have enormous influence on our youth. When a BCI Edge player lives his life according to principle, leading by example with good character, personal integrity, sportsmanship, and a public commitment to core values, he’s earned his right to be an excellent role model. BCI is promoting a new breed of sports heroes – ones who accept, respect and celebrate their responsibility to young fans.”

*-- William J. Hybl, Chairman and CEO, El Pomar Foundation*

may seem, the journey of faith is and should remain, the foundation of our lives.

BCI began REWire as a way to connect professional basketball players who understand the unique challenges that come with living a life of faith in a highly competitive, visible, and self promoting profession.



**“This group, using the medium of Basketball, will have tremendous influence worldwide, both by the game they play and the Life they exemplify.”**

*-- Jerry Colangelo, Managing Director of USA Men’s National Team*

**“Basketball creates an opportunity for leadership, but it doesn't guarantee great leadership. BCI serves the basketball community as a leader but it also creates leaders. Their existence is a new call for integrity in this game, for player responsibility, and for a new definition of sports leadership. BCI is in the right place at the right time – and I'm very excited for the potential of this organization.**

*-- Roger Hinds, Head Trainer, New York Knicks*



# REWire Retreat



No player is an island. Wherever each may be on his faith journey, he needs teaching, fellowship, and encouragement. Unfortunately, the burden of what's expected of professional athletes can make it difficult to slow down, renew in faith, and grow in spirit. REWire Retreats provide an opportunity for pro basketball players to meet in seclusion for a weekend of true peer support.

For players already involved in the REWire Network, our retreat is a celebration of their growing friendships and faith. They are compelled to reach out to their peers with a compassionate and challenging spirit.

Other players discover the opportunity to let their guard down and “get real” about their lives – without judgment – as they connect with peers on professional, personal, and spiritual levels. As they're introduced to BCI and REWire for what may be the first time, they're also introduced to a new way of being a spiritual man in the over-the-top world of pro basketball.

Players may choose to bring their families and stay after the weekend, on their own, to deepen their experience of “retreat.”

BCI believes that every private step a player takes becomes a public representation of the man himself, on and off the court. REWire Retreats offer a renewed sense of brotherhood, acceptance of accountability, and excitement about their faith journey. Face-to-face fellowship with professional peers is a step worth taking. BCI works to make this possible because when the pro player walks a path of values and integrity, he's showing the world how. When he is renewed in his faith and joyful in his spirit, he's showing the world why.

Retreats take place at exclusive locations to maintain privacy, usually over three to four days. The accommodations are on par with what pro athletes, and others who are successful in their industries, would expect. While these players are young and talented, they have also worked hard for the comforts they provide for themselves and their families. The focus of our retreats is not rustic asceticism; on the contrary, players are learning ways to deepen spiritually in the context of their “real lives.”

A high-profile keynote speaker, who publicly “walks his talk” as a person of faith, is engaged for each retreat.

# REWire Network App

## iPad / iPhone, Android

BCI has a mobile application to support the REWire Network. The app facilitates conversations and makes information available online and through mobile devices. The app is available and gives REWire Network players instant mobile access to a peer-driven, supportive world.

Through daily motivational touches and providing support through online Bible studies, the App will challenge, guide, and support players on their faith journey.

**“Professional athletes have a big influence on their fans, especially the younger generations. So who’s influencing the players? “BCI has created a community of shared values among basketball players. They influence players who, in turn, inspire player-to-player. This internal call to accountability is something we need now – more than ever – in this industry.”**

*– John Hammond, General Manager, Orlando Magic*



# BCI Basketball Plus



**Kelenna Azubuike, NBA, with youth at camp**

BCI Basketball Plus is a youth program that BCI facilitates as a camp or integrates into faith-based and secular organizations' youth events. Our programs give players new opportunities to be vulnerable as they share their values and real-life experiences with the next generation of heroes. Players who represent BCI encourage young fans to step up their own game. BCI Basketball Plus camps are organized according to community needs, and each partner organization follows up with its attendees (and their parents/guardians) in a way that is most appropriate to the organization.

## Curriculum

Kids who participate in a BCI Basketball Plus program learn to appreciate and celebrate their own personal growth through a common love for the game of basketball. Our camps focus on various aspects of the game, supplemented by memorable leadership and character-building workshops. "Nuggets" of wisdom and personal faith testimonies from pro players and other adult leaders keep the conversation going while the campers build court skills.

During the "off court" session, they are given a taste of the real world with sessions in financial literacy where they learn about the relationship between earning, spending and saving. A great learning experience is created for the kids from responsibility and integrity to financial literacy. We want the kids who attend this camp to walk away knowing they aren't stuck in a lifestyle that won't serve them well. There are options.

## Our Numbers

To date, the BCI Basketball Plus program has influence more than 10,000 kids in 20 cities, plus thousands of parents and community members who have watched our activities with great interest.

Through generous donations, scholarships are provided to attendees. We rely on professional players (who value the opportunity to share themselves), BCI representatives, and local volunteers to facilitate each camp, and we rely on sponsors (financial and materials) and individual donors to offset the funds required to organize the camp.

# Overheard

"All of the players with BCI were just great with the young men. They were so positive, and true role models! I am so impressed with the BCI players. This program has made a great impact on these young men's lives. I have received numerous telephone calls from parents saying that the summit has changed their sons' attitudes."

-- *Rosalind James, Alabama Cooperative Extension System*

"On behalf of all of our kids that were able to attend your camp, a heart-felt thank you. It was the talk of the school today. Many of the kids that we work with have limited opportunities to be in an environment of such energy and fellowship. The men that shared their experiences and talents really left a lasting impression – that will last for a lifetime."

-- *Rev. Leon Kelly, Open Door Youth Gang Alternatives  
Denver CO*

"The focus of the camp was to recognize who real heroes are. In my opinion, the kids were able to redefine really what a hero is. I appreciated the focus on parents and listening to what they say."

-- *Jason Stewart, Los Angeles CA*

"The focus of the camp was to recognize who real heroes are. In my opinion, my kids were able to redefine really what a hero is. I appreciated the focus on parents and listening to what they say."

-- *Pastor Michael Starks, Greater First Christian Church, Los Angeles CA*

"Several parents and guardians also attended our camp, expressing enthusiasm for the way BCI integrates values and "hero" talk into our basketball program. "You sure hit a home run this weekend,"

-- *Seth Cohen, Headmaster of Spruce Hill School, Philadelphia PA*

"We have had many basketball camps for youth in the Compton area, and this is the best one we've had. The quality character of the NBA player BCI Basketball Plus brought was the difference. I would recommend this camp to anyone".

-- *Anthony Cartwright, Recreation Supervisor, Department of Parks and Recreation, Compton CA*

"The Basketball Plus camp was a SUCCESS. So many hearts and minds were touched. One of our staff members said all the kids on his bus were "pumped" about the day and talked about the camp all the way back home! We are looking forward to deepening our partnership"

-- *Steve Smith, Chairman of the Board, Street School Network*

## Camp Participants Chime In

"AC [Anthony Carter, NBA] helped me to know I need to work hard and stay in school." *Jeremy*

"I really sweated a lot and learned how to work and play better with someone I don't even know." *Peterly*

"The camp was the BOMB! I really had a lot of fun." *Chris*

"I learned that I am like a role-model too." *Tarik*

"The basketball was great! I really liked the one-minute 'nuggets' about life and faith". *Sammy*





# BCI Courtside Live

BCI Courtside Live is an opportunity for real-time, interactive dialogue between professional basketball players and fans. Currently organized four times per year, this unique international BCI Leads program features three pro players, one moderator, and limitless fans who connect via text or live video feed on BlueJeans Primetime via Facebook Live.

## “Get Real” Topics

Conversation themes focus on practical and spiritual aspects of life in the pros, and topics vary according to the question asked by our audience and the responses given by players. Because the players featured on BCI Courtside Live are committed to “getting real” with fans and kids in this social media forum, they are inherently vulnerable and exposed. It is access to players’ unscripted vulnerability that ignites a new cycle of influence, based on a public commitment of character, integrity, values, and active faith.

## Worldwide Audience

BCI encourages fans from around the world to watch and participate in the event, and we strongly encourage youth-focused nonprofits, youth sports teams, and church groups to organize BCI Courtside Live viewing parties. Every fan who tunes in to a live BCI Courtside Live event or streams a previous event, online anytime, is exposed to an unprecedented level of pro player authenticity. Our events attract over 37,000 live viewers, with more watching later. A growing audience is inevitable.

Conversations started on BCI Courtside Live should continue in every living room, locker room, meeting circle, and social media stream. Building a global community of positive social and professional influence is a natural goal for this ground-breaking, one-of-a-kind program.

Clark Kellogg moderates a BCI Courtside Live event with pro players Terry Cummings, Jabari Johnson, and Luke Zeller. Fans from around the world comment and ask questions in real-time.



"Great job! Thanks to the players for sharing part of your lives with us. And thanks to BCI Courtside Live for giving pro basketball players a way to 'get real' and influence the lives of kids! I will do my best to encourage the High School Basketball team I work with to participate in future events – and also to get the word out to others who can benefit from this. We were blessed here in Denver!"

-- Salt Wall, Director of Urban Youth Ministries Denver

"Wow, what a special thing to hear these players' journeys of faith. Thank so much to them for sharing. Whether we are athletes or businessmen, these were principles and experiences we can take with us to help make a difference. I appreciate the huge potential here: for BCI Courtside Live to continue connecting more players with more fans in real time. This is a simply incredible opportunity to influence. Thanks to all, and God Bless."

-- Brad Jeffress, Senior VP at IMA Colorado and Member of BCI's Advisory Council



# Who's Involved

## BCI Board of Directors

Kit Balasopoulov  
Director Account Services  
Ballas Creative  
Parker, CO

Chad Bruegman  
BCI Pastor-in-Residence  
Golden, CO

Damon Gunn  
Director of Campus Services  
Yellowstone Academy  
Chaplain - Houston Rockets  
Houston, TX

Ryan Hoover  
General Manager of Services  
Barrier Compliance Services  
Lenexa, KS

Brandon Ideker  
President of Colorado Short Term  
Funding (Costfund)  
Denver, CO

Kelly McCarty  
Owner  
UWIN Training Facility  
Madison, AL

Judson Robertson  
President  
Mighty Pine  
Arvada, CO

Kathy Scheuerman  
President/Co-Founder, BCI Inc.  
Iowa City, IA

Michael Wilks  
Coach Oklahoma City Thunder  
Oklahoma City, OK

## Presidents Advisory Council

Jim Ballard  
Aurora, CO

Ken Butters, Esq.  
Brick Gentry Bowers Swartz  
& Levis, P.C.  
West Des Moines, IA

Thomas "Tom" Collins  
Houlihan, Smith & Company, Inc.  
Centennial, CO

Terrance J. Doyle  
Founder and Managing Partner  
The VARS Co, LLC  
Denver, CO

Dennis Driscoll  
Madison Insurance Group  
Denver, CO

Michael Garnes  
President  
Next Level Executive Search  
St. Augustine, FL

Brad Jeffress  
Dream Coach  
IMA Financial Group  
Denver, CO

John Johnson  
Author/Advisor/Speaker  
Lakewood, CO

Steffond Johnson  
BEYOND THE GAME  
Dallas, TX

Ken Konecki  
President  
PlayBooked  
Los Angeles, CA

Scott Mann  
Vice President of Business Development  
SPI Global  
Castle Rock, CO

Tom Sattler  
President  
Sattler Homes  
Littleton, CO

John Scott (Chairman)  
President  
Cedrus  
Golden, CO

Don Showalter  
Head Coach/Youth Division  
Director of Coach Development  
USA Basketball  
Iowa City, IA

Don Siecke  
President  
Kelmore Development Corporation  
Centennial, CO

Holly Wagstaff-Bellomo  
Denver, CO

## BCI Sports Council

Kelenna Azubuike  
Color Analyst Golden State Warriors  
NBC Sports Bay Area  
Denver, CO

David Booth  
NBA  
New York, NY

Coach Dale D. Brown  
Baton Rouge, LA

John Hammond  
General Manager  
Orlando Magic  
Orlando, FL

W. James Host  
Jim Host & Associates, LLC  
Lexington, KY

David Joerger  
Assistant Coach  
Philadelphia 76ers  
Philadelphia, PA

Clark Kellogg  
CBS Basketball Analyst  
Westerville, OH

John Lucas  
John Lucas Enterprises  
Katy, TX

Donn Nelson  
President of Basketball Operations  
Dallas Mavericks  
Dallas, TX

Tubby Smith  
Head Coach  
High Point University  
High Point, NC

Pat Williams  
Orlando, FL

## REWired Leadership Team

David Booth  
NBA  
New York, NY

Ty Ellis  
Coach, NBA G-League  
Dallas, TX

Maurice Evans  
President and Co-Founder  
Every Level of Success Sports Group  
Houston, TX

Damon Gunn  
Director of Campus Services  
Yellowstone Academy  
Chaplain - Houston Rockets  
Houston, TX

Ryan Hoover  
General Manager of Services  
Barrier Compliance Services  
Lenexa, KS

Herbie Kuhn  
Chaplin  
Toronto Raptors  
Toronto, Ontario

Michael Porter, Sr.  
Columbia, MO

Columbus Smith  
Minneapolis, MN

Michael Wilks  
Coach Oklahoma City Thunder  
Oklahoma City, OK