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**BCI ANNOUNCES PRO BASKETBALL PLAYERS APPEARING ON BCI COURTSIDE LIVE  
TUESDAY, FEBRUARY 9, via Spreecast –REAL TIME, INTERACTIVE, AND ONLINE**

IOWA CITY, IOWA, February 2, 2016 – The Tuesday prior to the NBA All-Star weekend, Basketball Club International is hosting CSL<sup>3</sup> 2, a real-time, interactive, public event which connects professional basketball players to kids and fans around the world.

The upcoming event will feature three pro players – Steffond Johnson, Dan McClintock and legendary Cazzie Russell, with Clark Kellogg as moderator. Bios for these men, as well as those who were featured in previous CSL events are available at [bciedge.org/courtsidelive](http://bciedge.org/courtsidelive).

Real-time BCI Courtside Live conversations feature audience questions and player responses. The general theme of the chat includes practical and spiritual aspects of life in the pros. Kathy Scheuerman, co-founder and President of BCI, says, "BCI Courtside Live chats allow players to 'get real' with fans and kids, being vulnerable and sharing their values and experiences. Connecting online adds a whole new level of exposure and opportunity for players. And the fans are loving it."

After the event, the mother of one young athlete in chat said, "After the event, I asked my son what he had learned. He responded, 'I learned that even if people tell you that you can't do something, because you're too small or something, you just need to keep working and practicing to accomplish your goals.'" This mother told Kathy that while her son hears that advice at home all the time, he really *heard* it when it came from an NBA player.

Brad Jefferies, a Senior VP at IMA Colorado and a member of BCI's Advisory Council, said, "Wow, what a special thing to hear these players' journeys of faith... 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."

Basketball Club International is a unique nonprofit organization that challenges professional basketball players to grow deeper in their faith, walk alongside their peers, and share their life experiences with fans and kids. Find more information about BCI Courtside Live, including past events and the opportunity to RSVP for the visit, at [www.bciedge.org/courtsidelive](http://www.bciedge.org/courtsidelive). Get social with us on twitter @bciedge or [www.facebook.com/bciedge](https://www.facebook.com/bciedge)



## **BCI Courtside Live Media Information**

Event Date:

February 9, 2016 at 9:00 p.m. ET

Location:

BCI Courtside Live will be hosted by BCI at [www.bciedge.org/cslevents](http://www.bciedge.org/cslevents). A link to the event is shared at [www.bciedge.org/courtsidelive](http://www.bciedge.org/courtsidelive) and via email updates.

Media Access and Updates:

BCI Courtside Live is a free, public event. You are welcome to watch the event live and/or view the event later via archive at [www.bciedge.org/courtsidelive](http://www.bciedge.org/courtsidelive). We encourage all interested parties to sign up for BCI's eBlast newsletter for current updates (including player and moderator information).

Interviews:

If you have questions or wish to speak with us (voice or chat), before or after March 31, please send your request to Kit Balasopoulov ([kit@ballascreative.com](mailto:kit@ballascreative.com)).

Pitch Points:

We recognize that BCI Courtside Live, and Basketball Club International's vision, speaks to a wide demographic. While there is often overlap between audience member interests, there are two primary areas of BCI program fanship: Fans of Pro Basketball and Fans of Character and Active Faith. BCI Courtside Live will intentionally address the priorities of these groups.

- Unique, live access to professional players
- Fans may watch or participate in an unscripted Q&A
- Open to the public (no ticket required!)
- Viewing parties may be acknowledged on screen
- Players will "get real" about practical and spiritual aspects of life in the pros
- Access to pro athletes who are also followers of Jesus
- Influence is widespread and mainstream
- Viewing parties may include youth groups and congregations
- BCI programs provide opportunities for players to "step up" for fans, kids, and peers



February 2016

## BCI Courtside Live Q&A,

with Kathy Scheuerman, President of BCI

Q: As you organized your first BCI Courtside Live event, what was on your mind?

Kathy: It's amazing how quickly our organization has moved on this idea. Ten years ago, when Sharm and I founded BCI, social media technology hadn't advanced enough to create, promote, and host an international, online, real-time event with a limitless audience. We would have been talking about something more traditional, like a panel at one of our Basketball Plus camps.

Q: Your 2013 fundraiser happened online, too, through crowdsourcing. How important is it for nonprofit organizations to be web savvy?

Kathy: It's become a requirement. Whether we're raising funds for our programs, reaching new fans and kids, or encouraging a pro player to "step up his game," BCI communicates the way people do now – through social media, especially. When we want to send a letter, we email it. We haven't printed a brochure in years.

Q: BCI meets people where they are spiritually, and also where they are socially?

Kathy: Right. Yes, that's true. We want to be wherever our fans are, because our conversation – about the influence of pro basketball players – is continuous.

Q: What kinds of conversations happen at BCI Courtside Live?

Kathy: There's no script, so we never know! The concept is meant to be fresh and honest. Fans and kids ask questions about life in the pros, and pro players answer them. More live questions, more live answers. The moderator keeps things moving. We expect the questions to include a mix of spiritual and practical themes, just like players hear at BCI camps and other live events.

Q: How does this event fit into BCI programs?

Kathy: BCI Courtside Live is part of BCI Leads, which is our public outreach initiative. The idea is to give professional basketball players new opportunities for community service and interaction. We like to say, "Led by faith, BCI Leads by example." Players who work with us – or through us – are champions of character, integrity, values, and active faith.



Q: And they've got game, too?

Kathy: Yes. It's because they can play that they're in the pros, and that's where some players find it challenging to "keep it real" in a world that often asks them to compromise their spiritual lives. And it can be hard to find support at this level. That's how BCI Loop, a fraternity for pro basketball players, serves. We organize the program, but the players own it and challenge each other as they see fit.

Q: Are BCI Loop players involved in BCI Courtside Live?

Kathy: We announce players who will be participating about a week before each event. We know a lot of players, many "on the path" and many considering it, and more players are getting to know us every day. While BCI Courtside Live is one way a player can "get real" with a crowd of fans and kids, BCI Loop is a fraternity of players that offers confidential peer to peer support.

Q: So players can choose a level of vulnerability?

Kathy: We encourage vulnerability and authenticity. BCI Leads and BCI Loop are both important and meaningful, but the experience of each is totally unique. A player who participates in both should be very comfortable sharing his experiences, examining his life choices, and even challenging others to strive for deeper faith and higher standards. He'd probably be a leader among his peers.

Q: Why does BCI care so much about professional basketball players?

Kathy: It started with Sharm Scheuerman, my late husband and BCI's cofounder. As a former player and coach, he never stopped caring about the young pros he met and mentored – talented, but not always prepared for the pressures of life as an athlete. BCI cares because we know that, with spiritual support, these players will lead by example. They will be real heroes and positive influencers, and the world needs more like them.

Q: What happens after a BCI Courtside Live event ends?

Kathy: Each event, including all of the questions and on-screen commentary, will be archived for viewing anytime. We see this as a long-running program. As long as there are players willing to step up, we'll help connect them to fans and kids who care. So, once the chat is finished, we'll get to work planning the next events!



**Cazzie Russell**

### **Biographical Information**

In 1962, while playing at Chicago Carver High School, Russell was named the Chicago Sun Times Boy's Player of the Year. A three-time All-American and two-time Big Ten Player of the Year, Russell led the Wolverines to the NCAA Final Four as a sophomore and again as a junior, when U-M finished as national runner-up to UCLA. Russell was named National Player of the Year as a senior, when he averaged 30.8 points per game, and helped Michigan to the Elite Eight. He completed his collegiate career with 2,164 points while leading the Wolverines to a three-year mark of 65-17 and three consecutive Big Ten titles. [Crisler Arena](#), which opened in 1967, has been dubbed *The House that Cazzie Built*.

Russell spent twelve seasons in the [NBA](#). Russell was the NBA's first draft pick in 1966, and was named to the 1967 [All-Rookie Team](#). He was part of the famous [1970](#) Knicks team winning the NBA championship over the [Los Angeles Lakers](#). Russell played in the [1972 NBA All-Star Game](#) while with the [Golden State Warriors](#). While with the Lakers, he was the last player to wear #32 prior to [Magic Johnson](#).

In 1981, he returned to pro basketball as a coach in the [Continental Basketball Association](#) for the Lancaster (Pa.) Lightning. He guided his team to that league championship that season. Russell was the head coach of the men's basketball team at the [Savannah College of Art and Design](#) for 13 seasons.

Cazzie Russell was inducted into the College Basketball Hall of fame in 2011, and currently resides in Savannah GA.



**Clark Kellogg**

### **Biographical Information**

**Clark C. Kellogg** was appointed to the Board of Trustees by Governor Strickland in June 2010. **Clark is a TV Color Analyst and receives national notoriety for his work on college basketball telecasts.**

Mr. Kellogg has done television commentating for Cleveland State University, the Big East Television Network and ESPN. In December 2008 he became **the lead analyst for CBS' coverage of college basketball** after serving as a game and studio analyst for over a decade. He was the lead studio analyst from 1997-2008 and is returning to the studio in 2014. He has been with CBS since 1993.

He is a former first-round draft pick of the Pacers (1982, eighth selection overall) and played five seasons with the team. Chronic knee problems forced him to retire after career averages of 18.9 points and 9.6 rebounds per game as well as a unanimous selection to the 1983 NBA All-Rookie Team.

In his free time, Mr. Kellogg volunteers his time and resources to various organizations, including the Fellowship of Christian Athletes, Athletes In Action, United Way, and the American Red Cross.

Mr. Kellogg is a native of Cleveland, Ohio, and attended The Ohio State University where he was the Big Ten's MVP in 1982. He received his degree from Ohio State in 1996. He and his wife, Rosy, have three children, Talisa, Alex and Nicholas and reside in Westerville, Ohio.





**Dan McClintock**

### **Biographical Information**

Dan graduated Northern Arizona University, after which he was drafted in the 2000 draft by the Denver Nuggets. He spent part of the 2000 season with the Kansas City Knights before finishing the season with the Nuggets. Following his time in the NBA, He was signed by the Shanghai Sharks of the Chinese Basketball Association to do nothing less than replace the irreplaceable Yao Ming at center. That made McClintock the man in the middle of the biggest sports story in China.

In addition to China, Dan went on to play professionally for 13 years in six different countries in Europe (Italy, Latvia, France, Germany, and Monaco).

Dan also spearheaded a network of professional basketball players that provided sponsorship of orphan care homes throughout Africa that provided a trusted and safe home environment for children. He continues to actively support orphan care worldwide.

He and his wife, Alisha, have been married for 13 years, and have recently adopted two sons.



**Steffond Johnson**

### **Biographical Information**

Steffond Johnson has a long history with the game of basketball. His passion for the game began when he joined his first team in the seventh grade. He later went on to play for his high school in Longview TX, was recruited to Louisiana State University, later transferring to San Diego State University. Steffond opted for the NBA and was signed by the Los Angeles Clippers where he played for one year. He also played professionally in Turkey, Cyprus, Uruguay, Italy and Venezuela.

Johnson is the currently the head coach, Men's Basketball, at Dallas Christian College. One of his primary objectives in coaching is to build strong character in his players, which he believes will translate to his team's success.

Coach Johnson currently lives in Northwest Dallas and is happily married, 25 years and counting, to Christina Johnson. He has two daughters and a one son. He was born and raised in Longview Texas, where he graduated from Longview High School.