

August 2011

# Northshore *fitness* Magaz

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IFBB Bikini Pro: Barbara Bolotte

## ROAD TO OLYMPIA



# NORTHSHORE BASKETBALL TRAINING CENTER

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# NORTHSHORE BASKETBALL

# TRAINING CENTER

by lyndsiLEWIS



Charles Tracy is adamant that there is a method to his madness. "We are a little different because we are interested in the development of the player, not feeding his or her ego nor their parents." His coach's eye has a knack for finding diamonds in the rough; kids mature at different times and parents forget that fact. Being good today is not a guarantee of being good a few years from now. It is those players who are found wanting in skill, technique or overall athleticism that thrill him. Anyone can develop an athlete to play ball, that is easy; the real trainers and coaches are the ones who see a ballplayer when no one else does. "We do that pretty well here."

"The underdogs are the most rewarding," Tracy says fondly. "The kid that learns the skills and techniques that allow him/ her to make the jr. high or high school team when the kids who were

of high school. The facility provides training, tournaments, clinics, seminars, camps and birthday parties. It is also home to several basketball leagues. Training take place year round.

The program prides itself on its intensity regardless of age level. Tracy reports that children of all ages participate in the same drills and techniques as older players. He emphasizes that the children not only learn skill, technique and form, but also discipline and IQ.

"We judge ourselves on our kids' self-confidence whether they're a good basketball player or not," Tracy says. "We want them to walk out saying 'You know what, I AM good.' Whether they're the best or not, they have confidence in themselves. This is more about life than these kids playing in the NBA or college."

Most important to Tracy is his desire to instill a work ethic

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'better athletes' don't. It's the kids that everyone wrote off early on. In the same way, seeing the shy, awkward kid become self-confident and aggressive is exhilarating. We train players that are beginners to High School All State."

Tracy, basketball enthusiast and Executive Director of NorthShore Basketball Training Center leads a team of coaches and trainers who nurture, mentor and challenge some of the North Shore's finest athletes. As a former basketball player and coach, Tracy stands firm in his belief that his approach to the sport is the best this side of Lake Pontchartrain.

"Our difference is in our total training," he says. "What we're concerned with is the development of the individual first, then we prepare them thru drills, games and talks on what they will have to be able to perform in order to compete and succeed. We put the skill and confidence in our students regardless of age, height or size."

This is in contrast to what he dubs the "daddy coached" method, where other players suffer due to a father coaching and focusing all his energy into his own child; this is what Tracy believes sets NorthShore Basketball Training Center apart.

"That's where we are different," he explains. "We train everyone as an individual in a class setting without any preference for one player or another."

Tracy's first facility, born of a lack of nearby teams for his daughter to play on, opened in 2006. The facility known as the Northshore Basketball Training Center has since expanded to a larger location in Mandeville off of Highway 59. Tracey and his staff work with children from first grade through sophomore year

and a drive to compete in his pupils. He admits that his kids work hard and long before seeing the drastic results they and their parents crave. If nothing else, he wants his players to understand the value of hard work.

"There's no magic pill," he explains. "It's all based on the time and effort you put into it. We just teach you every thing you need to know about basketball from attitude to skill to technique to knowledge. The training and the time you put into it will determine how good you will be."



**Top left:** One of our many drills for improving coordination, agility, and teamwork.

**Top:** Youth girls basketball game on a beautiful Saturday morning.

**Coach:** Charles Tracy

**Bottom:**

- Over 175 players in program
- 16 AAU/YBOA club travel teams from Regular to Select Teams

For more info visit the web site at:  
**[www.nsbbsc.com](http://www.nsbbsc.com)**