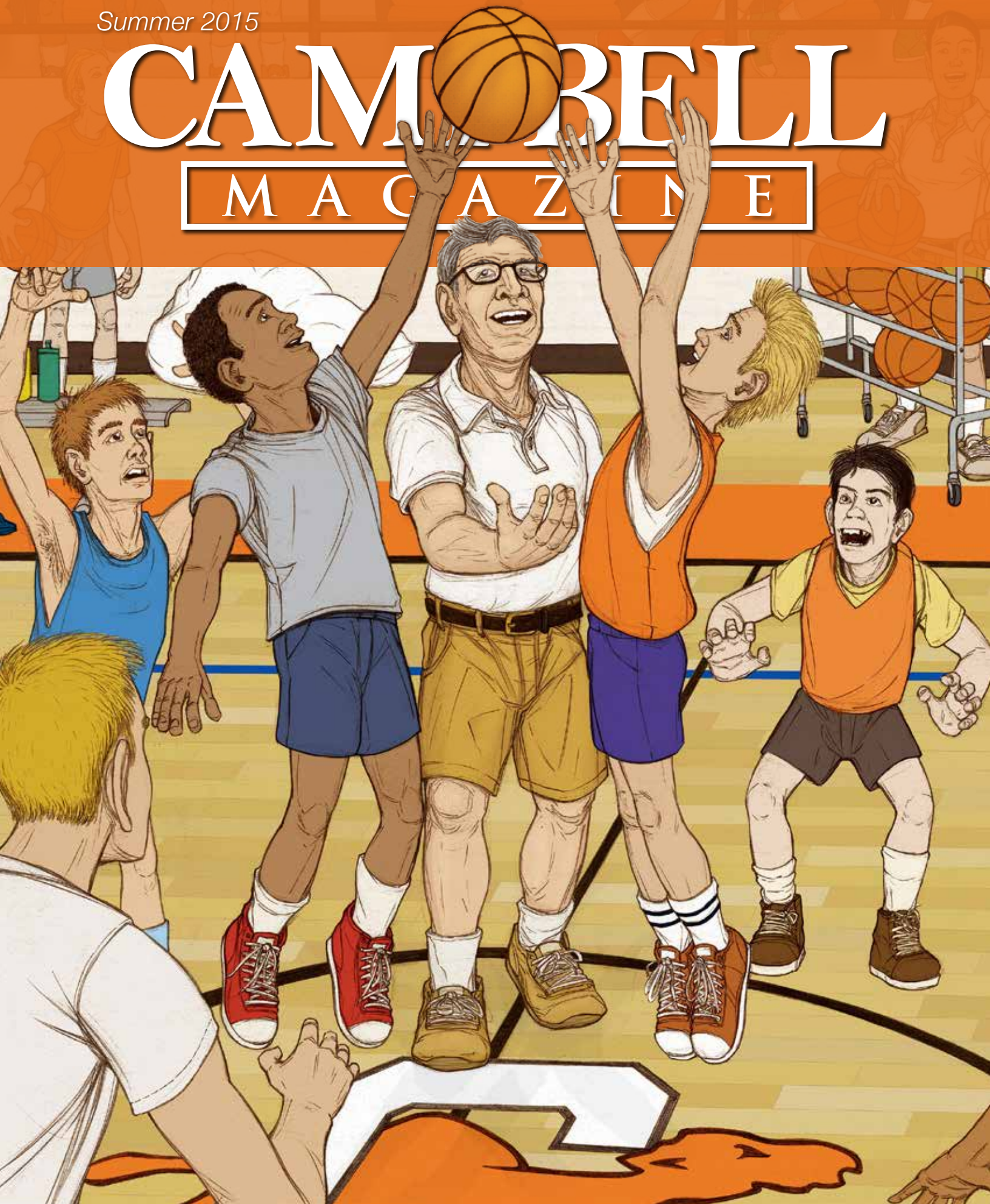


48 PAGES CELEBRATING THE NATION'S FIRST BASKETBALL SCHOOL

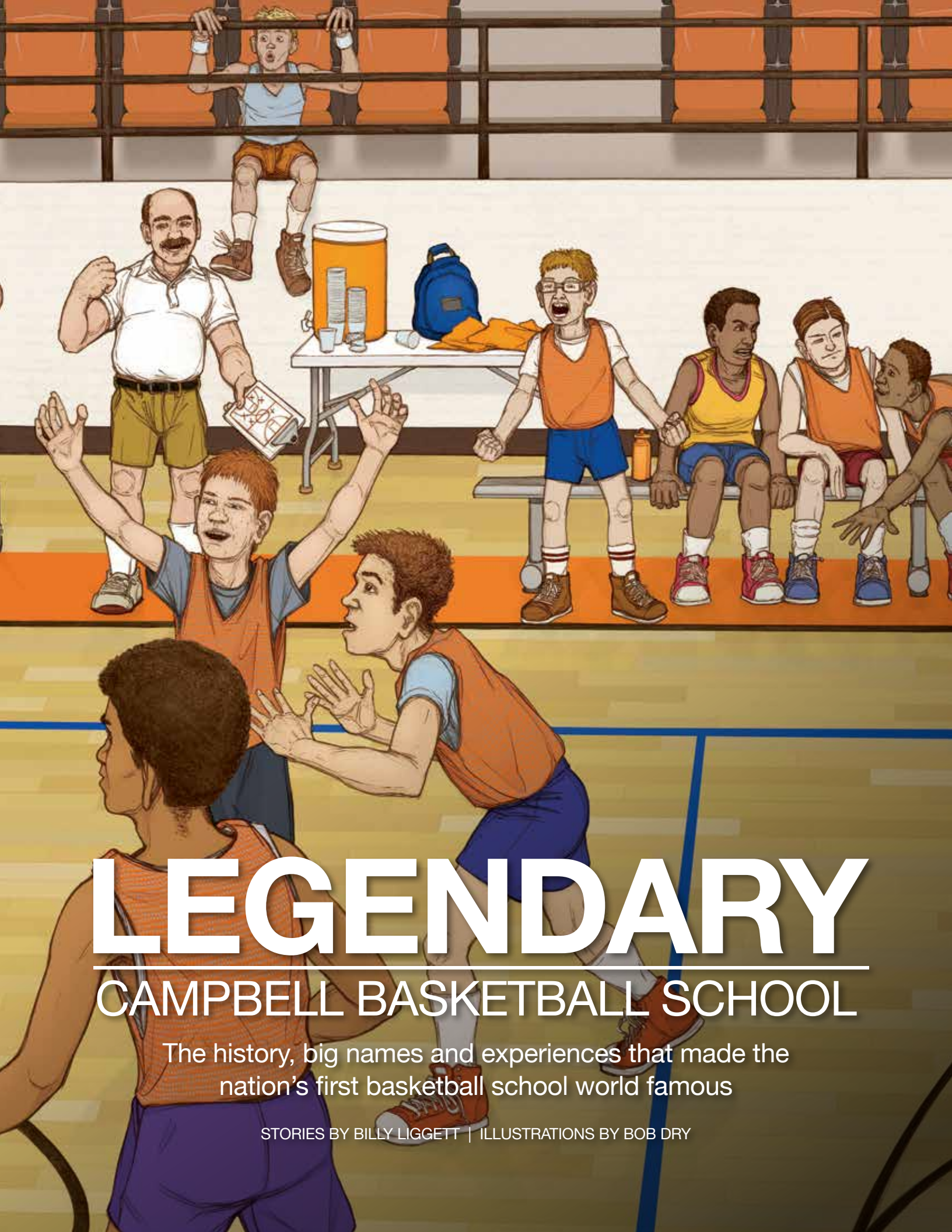
Summer 2015

CAMPBELL

MAGAZINE







LEGENDARY

CAMPBELL BASKETBALL SCHOOL

The history, big names and experiences that made the nation's first basketball school world famous

STORIES BY BILLY LIGGETT | ILLUSTRATIONS BY BOB DRY



**In the heart of North Carolina is a place called Buies Creek,
Where countless young men gather every summer for a week.
Do you wonder why they go there? Do you wonder what they seek?
— John Wooden, 1966**





FRED & BONES

Fred McCall needed a name to get his idea off the ground. He got that in Bones McKinney.

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THE WIZARD

The greatest basketball coach in the world fell in love with Campbell, its camp and its people.

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THE HOT BOX

Cramped, outdated and lacking air conditioning, Carter Gym still became a historic treasure.

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PETE & PRESS

Basketball's greatest showman attended the camp with his dad as both a kid and a pro.

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THE KIDS

For generations of young men and women, June in Buies Creek was the highlight of their summer.

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THE CHIEF

Fred Whitfield met his friend Michael Jordan at Campbell's camp. The rest is history.

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THE LEGACY

While not the draw it was in the 70s and 80s, the nation's oldest basketball school is still going strong.

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Many North Carolinians joke that basketball is a religion in this state. The rest agree, only they aren't joking. Its chapels are found in Chapel Hill and Durham. Raleigh and Winston-Salem. Greensboro and Charlotte. Its preachers are men like Dean and Roy. Coach K and Coach Kay. The Gray Fox and Jimmy V.

Hidden away among the many pages in the Basketball Bible of the Old North State is the story of a basketball camp that began in a tiny rural town at a school considered a David to the sport's Goliaths.

Every June, for a span of about 30 years beginning in 1956, Campbell College and its unimpressive Carter Gymnasium was the center of the basketball universe. The brainchild of Campbell coach Fred McCall, the nation's first summer camp dedicated to round-ball fundamentals had humble beginnings, attracting about 150 kids in its first year. At its peak, Campbell Basketball School was a three-week adventure that brought in more than 2,000 kids, in addition to the biggest names the sport had to offer.

John Wooden, the greatest coach of all time.

"Pistol Pete" Maravich, the greatest showman of all time.

Michael Jordan, the greatest player of all time.

The list goes on. You could build an impressive Hall of Fame using it alone.

Generations of young men and women who'd go on to become professional athletes or coaches — as well as lawyers, doctors, writers and teachers — sweated through the lessons in cramped un-air conditioned gyms and came away not only better ball players, but better people, too.

The stories behind the school are the stories of legends. The two men who made it a reality. The legendary coach who fell in love with it. The meager gym that holds so many memories. The boy prodigy who grew up with it alongside his father. The kids whose Christmases came in June. The camper and counselor who went on to run an NBA franchise.

There are bigger camps today. But none can boast the history of Campbell Basketball School.

"There will never be anything like it," insists Danny Roberts, who ran the camp in the 1970s and 80s after McCall, his mentor, left the sport. "It's hard to put into words what this camp meant to people and to this community."





FRED & BONES

Fred McCall needed a name to get his big idea off the ground. He got that and more in Bones McKinney.

He was a bull of a man, 6-foot-2, 240 pounds, his hairline long gone by his 30s. He was a stickler for the fundamentals of basketball (and life) who rarely uttered a word of profanity.

His partner was tall and lanky enough to earn the nickname “Bones.” His head was crowned with wavy locks of autumn gold hair. Despite being an ordained minister, he was a loose cannon who admitted to cussing out and threatening the lives of several hundred referees.

They were a motley pair, Fred McCall and Horace “Bones” McKinney, but if Campbell Basketball School was ever to succeed, they, together, had to make it work.

McCall came to Campbell in 1953, the same

year the college opened Carter Gymnasium, and was an instant success, compiling a 63-11 record in his first three years and winning a pair of state junior college championships in the process. After that third year, McCall — a great athlete in his own right, lettering in football, basketball and baseball at Lenoir Rhyne (fighting in the Philippines in WWII in the process) — followed through on an idea to start a summertime basketball camp for boys.

His camp would serve two main purposes. First, and most importantly, it would bring in teens and preteens hungry for knowledge of basketball, a sport growing by leaps and bounds in popularity in the 1950s thanks to stars like Bill Sharman, Dolph Schayes and Bob Cousy. Second, it would give basketball coaches something to do — and perhaps





“Coach McCall not only taught others and me about basketball; he taught us about life. Coach McCall not only helped make me a better player; he helped to make me a better human being. The life lessons taught to me and countless others by Coach McCall’s special brand of coaching are lessons we live by to this day. Coach McCall helped strengthen Campbell University, his community, and his country. On behalf of the people of North Carolina, I rise today to offer our eternal gratitude.”

— Former U.S. Representative Bob Etheridge in a speech to Congress honoring Fred McCall on Oct. 3, 2001

a few extra bucks — during the summer months when many of them had to find other work to make ends meet.

“He knew he had a great idea, but he knew for it to be successful, he had to have a name associated with it,” said Leah Devlin, McCall’s daughter and former North Carolina state health director. “He called Bones McKinney and said, ‘You’re a name. I’m not. Will you partner with me?’ The two then became friends for life.”

In 1956, Bones was coach at Wake Forest University, where he’d become an even bigger North Carolina legend with a Final Four appearance in 1962. He’d already made a name for himself by being the rare basketball player to have suited up for both N.C. State and UNC-Chapel Hill (he fought in the war between playing stints and led the Tar Heels to the 1946 Final Four). He played six seasons in the NBA with the Washington Capitols and Boston Celtics before retiring in ‘52.

McCall’s idea worked. His little rural basketball camp drew about 150 campers

that first year, split into groups of 75 for two weeks. Cost to attend was \$25 a camper, a rate that would go up to \$29.50 by 1960.

McCall and McKinney joined five other coaches for that first camp and split the boys into groups of 25 for three stations — the new Carter Gym, the old gymnasium on campus and the high school in Lillington, accessed by an old bus driving by Coach Hoggie Davis. Each station featured a specific fundamental of the game, from shooting to rebounding, passing to defense.

“He was a basketball genius,” said Danny Roberts, who joined McCall’s staff at Campbell in the early 60s and eventually succeeded him as head coach in ‘69. “We did drills that nobody else in the world was doing. When I played for him, he had us climbing over rails, crawling on the floors and even slapping each other to get tough. And he’d run you to death, too. But we learned a great deal from him, and so did those campers. He was very innovative.”

Not all the students were into it, McKinney

recalled in his autobiography, “Honk if You Love Basketball.”

“During that first year, I taught pivot play,” McKinney wrote. “My group was very small, and I could tell those youngsters weren’t too interested in pivot play. One little fella was standing off to the side, not talking or participating. I said, ‘Son, why did you come to the camp?’ He answered, ‘Mother and Daddy wanted to go to the beach, and this was the cheapest place they could send me.’”

Word did spread quickly throughout the state and the East Coast about the new basketball school in the middle of nowhere. Bones was teammates in his final year with the Celtics with a young up-and-comer named Bob Cousy. In 1957, Cousy had just won his first of six NBA championships and was the league’s MVP

and All-Star Game MVP. “Mr. Basketball” was one of the first “big names” to lend his celebrity to Campbell’s camp. Schayes and Sharman showed up, too, giving for more respectability and marketing to the camp than McCall ever dreamed.

Each June brought in more big names — none bigger than Coach John Wooden in 1966, who’d already won two of his 10 national titles at UCLA by the time he first stepped foot inside Carter Gym. Wooden found out about the camp through Bones (coaching Wake Forest at the time) whom Wooden bested in recruiting the nation’s best high school big man, Lew Alcindor (a.k.a. Kareem Abdul-Jabbar) the previous year. Wooden accepted the invitation to Buies Creek after receiving a call from McCall. From there, another friendship blossomed.

“John Wooden loved my father,” Devlin recalled. “Outside of the camp, they became genuine friends. He always remembered my family at Christmas and on birthdays. There wasn’t a kinder, nicer man around.”

The camp was drawing more than 1,000 kids by the late 60s, and every June, Campbell College was drawing more than just kids and big name counselors and instructors. It was drawing media coverage never before seen in Buies Creek. TV cameras and reporters from multiple states were taking advantage of the impressive gatherings, and eventually, the camp’s press



THE ‘FATHER OF REBOUNDING’

Coach McCall’s Camels weren’t a great shooting team in his early years. It needed more shots to outscore most teams, and the best way to assure more shots is to dominate on the boards.

So McCall created “The Rebounder,” a device that amounts to a wire basket on an adjustable pole that holds several basketballs at one time, dispensing them each time someone grabs a ball. He tried to get his friend and Campbell Basketball School co-founder Bones McKinney to partner with him to sell the contraption, but McKinney wasn’t sold.

“I told him, ‘Fred, you’re just wasting your time,’” McKinney told a Raleigh columnist in 1994, but then added, “That’s what Roebuck said to Sears.”

McCall did sell his Rebounder and the patent to Roald Sorensen, president of Angier-based Sorensen-Christian Industries Inc., for \$300. By 1990, the company had

sold more than 10,000 of them. At one time, nearly every high school and college basketball team in the country was using a McCall’s Rebounder.

The device sells for anywhere between \$2,100 and \$3,000 online these days. But McCall, known to many as the “Father of Rebounding,” didn’t become a rich man through his invention, according to his daughter, Leah Devlin.

“I asked him once, ‘Daddy, what are you thinking? We could have been rich.’” Devin recalled. “But money and notoriety, that’s not what he was about. He really didn’t care about the money at all.”

McKinney would eventually endorse the Rebounder, calling it the “greatest implement to basketball since nets were first put on hoops” in an early 1960s magazine ad that also featured NBA legend Bob Cousy.



THE ICE CREAM CREW

Pearle McCall played a huge part in making Campbell Basketball School more than just a sports camp. It was a community event, and one of the more popular gatherings every year amassed around a bucket of homemade ice cream.

“One of the biggest things to ever come out of the school was Coach McCall and Pearle teaching us how to make freezer ice cream that first year,” Boone Trail High School Coach Al Black said during a ceremony marking five decades of the camp in 2004.

“All seven of the coaches that year ate it in Pearle’s kitchen, and it was so good, we made it every year for the next 37 years.”

Ice cream was a popular treat during those steamy mid-June days spent in even steamier basketball gyms.

“Coach John Wooden once gave both of my boys a dollar bill for something they did, and I didn’t have the sense back then to tell them to frame it,” Black joked. “They turned around and spent it on ice cream.”

25 A DAY

“I calculate I’ve drunk close to 60,000 Pepsi-Colas during my lifetime. That may not be a record, but if anyone has drunk more, he’s floatin’. I’ve spilled more Pepsis than most people have drunk.

“When I was head basketball coach at Wake Forest, I was drinking 25 Pepsis a day. I loved the taste of ‘em, and I also sweat off about 10 pounds during a ball game. Without those Pepsis, I would have salted away to nothing.”

— Bones McKinney, from his autobiography, “Honk if You Love Basketball”



conferences became as common as the morning convocation.

In 1969, in the middle of his 16th season as Campbell’s head basketball coach, McCall was approached by Campbell President Norman A. Wiggins with an offer to become the school’s first vice president of advancement. McCall had turned down higher-paying coaching positions at big-name schools because of his love for Campbell and Buies Creek in the past, but this was his first offer to leave the sport he loved.

Challenged with the task of developing a new giving program at the school, McCall accepted the job and traded in his whistle for a tie.

“It was a hard decision to leave the bench,” his daughter said. “But he was devoted and loyal to Dr. Wiggins and Dr. [Leslie] Campbell before him. Campbell was his life. He would do anything for the school.”

McCall transitioned into the role of VP seamlessly. His skills as a recruiter came in handy in building better alumni relations and fundraising. McCall would serve Campbell a total of 33 years, guiding the men’s basketball team to a 221-104 record for 16 of those years and helping guide Campbell from a college to a university as a vice president before his retirement in 1986. He was inducted into the North Carolina Sports Hall of Fame in 1994 and the Campbell Athletics Hall of Fame in ‘95.

His friend Bones McKinney, once called the “Forrest Gump” of basketball for his ability to be around for some of the sport’s greatest moments, died in 1997. McCall passed away in 2008 at the age of 85.

Wooden — the man considered by many to be the greatest coach and one of the most inspirational sports figures of all time — once called Fred McCall one of the finest men he’s ever known.

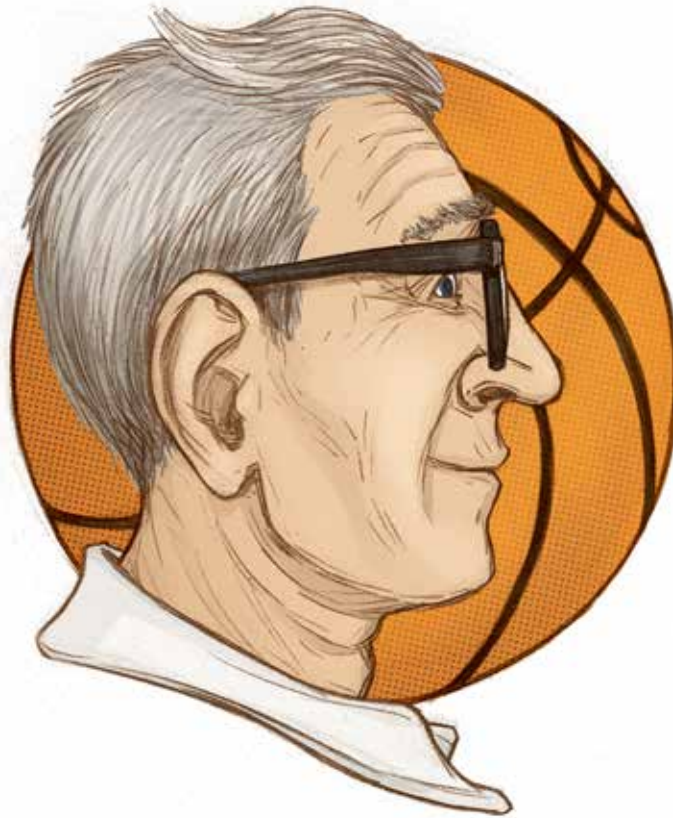
“He’s a wonderful person in every respect,” he told *The News & Observer*.

“He believed fundamentals in sports translated into everyday life,” said Devlin, today a trustee for the University her father loved. “Hard work, team building, discipline, practice, leadership. Sharing glory and sharing pain. The lessons learned in team sports helped shape young men and women for real life. My father taught this to thousands of young men and women.”



“Hard work, team building, discipline, practice, leadership. Sharing glory and sharing pain. The lessons learned in team sports helped shape young men and women for real life. [Fred McCall] taught this to thousands of young men and women.”

— Leah Devlin



THE WIZARD

The greatest basketball coach in the world fell in love with Campbell, its camp and its people.

The book is barely larger than a legal pad. Its hardbound cover is free of words or pictures. And its location — in the far reaches of Wiggins Memorial Library, tucked away on the fourth floor among other sports-related biographies — does nothing to suggest its huge historical significance to Campbell University.

But open the book, and it hits you. In dark blue, loopy cursive writing reads four words.

Best coaches John Wooden

The Wizard of Westwood. The greatest coach in the history of college basketball. Winner of seven consecutive national titles and 10

in 12 years at UCLA. Winner of a record 88 consecutive games. Basketball's first Hall of Famer as both a player and coach. Creator of the "Pyramid of Success."

The "Greatest Coach of All Time in Any Sport," *The Sporting News* recently crowned him.

Unknown to the rest of the world, but a pride point in these parts, was Wooden's love for Buies Creek, North Carolina. He was an avid believer of and regular participant in the Campbell Basketball School.

For 11 years — during the peak of his college basketball dominance from the mid-1960s to the mid-70s — Wooden took a break from his busy schedule every June to spend a week in Buies Creek. Usually wearing a white UCLA polo, coach shorts and a





(Above) College basketball's greatest coach and the sport's all-time leading scorer pictured together at Campbell Basketball School. John Wooden (back left) and Pete Maravich (back right) were regular participants at Fred McCall's summer camp in the 1960s and 70s. (Below) Wooden, in the middle of his unprecedented run of 10 national titles in 12 years, was a huge draw for local and regional media during his visits. Because of him and the many other big-name coaches and players who took part, Campbell Basketball School regularly set aside a "Media Day."

whistle, Wooden spent his days and his nights at Campbell, speaking and teaching in the same high school gyms as the other instructors and eating in Marshbanks Cafeteria like anyone else.

"He didn't just come in and talk to the kids for 45 minutes and leave," the *Fayetteville Observer's* Khary McGhee wrote in 2003 for a column on the 50th anniversary of the first camp. "He stayed here, stood in line in the cafeteria like the rest of us. He also played softball with the counselors in the evening after the basketball instruction was done."

He became just one of the guys, said Caulton Tudor, who first met Wooden as a young man attending the camps and later in life as a sports writer/columnist for the *Raleigh News & Observer*.

"He just loved Buies Creek. He loved the village-like atmosphere," Tudor said. "At heart, he was still an Indiana farm boy, and this area was such a far cry from Los Angeles and Buies Creek reminded him of where he grew up. He could have made millions with his own basketball camps, and he could have gone anywhere. But he came for this camp, and he just loved it."

Tudor said Wooden first learned of Campbell through Wake Forest coach Horace "Bones" McKinney, who led his Demon Deacons to the Final Four in 1962, the same year Wooden's Bruins made their first of 12 appearances (both teams lost in the semifinals, and McKinney's squad beat Wooden's 82-80 in the third-place game).

Three years later, according to Tudor, the two coaches were locked in a recruiting battle to land the nation's best big man, Lew Alcindor (later Kareem Abdul-Jabbar). Alcindor's final two choices coming out of high school were Wake and UCLA, and many told him to go east to play for McKinney, known at the time as the best coach for big men in the country. Alcindor instead chose Wooden, and the duo led UCLA to an 88-2 record in his three years there.

"Bones and Coach Wooden were good friends before that and even after," Tudor said. "Not long after Alcindor [picked UCLA in 1965], Bones told him he needed to come to North Carolina and see this basketball camp Campbell had begun."

Wooden's arrival provided an unneeded stamp of legitimacy to the camp, which was

already enjoying increased attendance year after year by the time he arrived in '66, toward the beginning of his historic national championship run. The camp was already being run by the top coaches in the region, with counselors who made up the ACC's best and brightest young stars assisting them. Even the big names had trouble, at times, getting their group's attention.

But when Wooden spoke? Crickets.

"Us campers were a bunch of knucklehead kids," wrote former camper Michael Hunt, who would go on to enjoy 35 years as a sports columnist in Milwaukee. "But when Wooden spoke, we all went silent, hanging on to his every word."

"Man, we listened to every word," said Fred Whitfield, former camper, counselor and Campbell stand-out, now president and chief operating officer of the NBA's Charlotte Hornets. "You'd hear about Coach Wooden, and you knew his legacy coming in. But to see him in person at this camp in Carter Gym? Unbelievable."

Whitfield said Wooden had a "calmness and demeanor" that drew the students in, but even the coaches — successful in their own right — gravitated toward him.

"I don't use this word often, but he was almost God-like," said one of those coaches, Danny Roberts, an assistant at Campbell from 1963-69 before succeeding Fred McCall as Campbell's head coach. "We had coaches at this camp who swore a lot ... used tons of profanity. But in front of Coach Wooden? Not a word. They were angels."

Scott Colclough — former camper, Campbell alumnus and assistant basketball coach at UNC-Pembroke — remembered Wooden as a deeply religious man who never went anywhere without his Bible.

"And for all of his success and credentials, there wasn't an ounce of arrogance in the man," Colclough said. "And for the other coaches, there was no animosity. No jealousy. Coach Wooden loved coming to Campbell because he really, really enjoyed the camaraderie. Yes, he liked the smallness of the campus and the town, but he also came back every year because he felt like one of the boys."



A PLACE CALLED BUIES CREEK

John Wooden wrote a poem about his experience at Campbell College in 1966 while returning to Los Angeles from the Campbell Basketball School. He sent it to Fred McCall upon his return home.

Dear Fred,
In the heart of North Carolina is a place called
 Buiies Creek,
Where countless young men gather every
 summer for a week.
Do you wonder why they go there, do you
 wonder what they seek?
It's to supplement their knowledge of the greatest
 game of all,
It's to learn the many secrets of the game of
 basketball.
It's to learn to play with others, to place team
 above oneself.
It's to experience many lessons more important
 than much wealth.

The site is Campbell College, the director is Fred
 McCall,
A man who adds much stature to the game of
 basketball,
And a man who's quick to answer every
 youngster's beckon call.
With Bayou Press to help him and his able
 Campbell Crew,
It's no wonder this camp rates ahead of No. 2.
It's no wonder that the boys here, every Bill and
 Tom and Jack,
Leave for home at week's end with the thought
 of coming back.

All the staff assembled there I'll pleasantly recall,
Especially the boss of them, ever-thoughtful Fred
 McCall.
I'll remember Big Jim Gudger and the way he
 liked to eat,
And the fact that on his home ground he's
 impossible to beat.
And T-Pot Fry and Jerry Steele will often come
 to mind,
Because they too are men of class, Fred wants
 no other kind.

Friendly Sam & Pleasant Red also took my eye,
I'm sure the teams with whom they work will
 always rate quite high.

And for the essick man from Pfeiffer the Pride of
 Sibatan,
I'll wish for all his rivals the title also-ran.
For Ira of Norfolk's easy way I'll e're be grateful too,

And all the wise who know his size would not
 dispute this view.
Bill Miller's way with both young and old,
Gruff outside, but inside gold.
A friend of mine I hope he'll be,
Because he made a friend of me.

I'm also pleased I got to know,
Victrola Dolph of the swamy show.
His gentle humor can't be beat,
His presence gave us all a treat.
Of course there's Press, my snoring roomie,
Known to some as the great, great swamie,
Who's threat to use his commander drill,
Would keep the loudest campers still.
To him most special thanks I give,
With him it was a joy to live.

And the Belgium coach, John Heisicum
From Brussels I believe he's from,
Proved that at this school to be,
Was worth a trip from across the sea.
For Hargrove Davis, kind words I use,
He's saved my feet with his own shoes.

To Cliff and Ray and James and Dan,
And Ronnie and Bob of the Camel Clan,
And Al and Jack of the Ice Cream Crew,
My sincere thanks to all of you.
I'll often think of Sorensen,
And of his advice "Keep on Keeping on."

There's many things I will recall,
The Golden voice of Fred McCall.
But I just heard the pilot say,
Twenty minutes to L.A.
So I will close with one more thought,
To me much pleasure you all brought.
So good luck friends, best wishes too,
May all your dreams quite soon come true.

Written by John Wooden in June 1966 on a flight back to California

“I really felt more at home there, to be honest with you, since it was a smaller community. Most of the other coaches there were from the smaller schools from the area, and I just felt more comfortable with them.”

— John Wooden

In May 1973, Wooden accepted an honorary degree from Campbell College and spoke briefly at the commencement ceremony two months after winning his seventh consecutive national title. The occasion was significant because Wooden, though he had been offered similar honors from countless schools over the years, accepted Campbell’s invitation and honorary Doctor of Humanities degree because of his respect for President Norman A. Wiggins and his love for the school.

“I have said before that I do not believe in honorary degrees, and I have refused them at some universities,” Wooden said at the time. “This is the first one I have accepted. That I chose to accept one here shows my feelings toward the people of Campbell College.”

Not that he didn’t make the most of his trip to North Carolina that spring. While in town, he negotiated a game with North Carolina State for the following season. UCLA and its 78-game winning streak at the time would face a Wolfpack team enjoying its own 29-game streak and embarrass them, 84-66 (N.C. State got its revenge that season in the Final Four).

Wooden quit coaching at the top of his game — announcing his retirement just before his 10th national title in 1977.

Tudor reached out to Wooden years later by phone and after introducing himself, told him he was once a young camper in the Campbell Basketball School — a note that landed him a few one-on-one interviews when Duke was on the road. The two would talk about Wooden’s Campbell days, and the old coach confided in Tudor that had things



THE HONORARY DEGREE

On May 14, 1973, John Wooden received an honorary degree from Campbell College (one of the few he accepted despite being offered many during his career). The citation from President Norman A. Wiggins read:

Seventy-five victories without a loss! Seven consecutive national championships! The sports world acclaims him as a master coach. He has achieved immortality among followers of basketball.

But Campbell College chooses to honor Coach John Wooden as a master of the art of teaching. He stresses fundamentals. He sets a powerful example. He builds character and demands self respect. Each player is an individual. He communicates. He motivates. He inspires. In the words of one writer, “He is the most admirable sportsman of our times.”

To Coach Wooden, “success is peace of mind which is a direct result of self-satisfaction in knowing you did your best to become the best that you are capable of becoming.”

His “Pyramid of Success” embodies old-fashioned virtues: ambition, adaptability, resourcefulness, fight, faith, patience, reliability, integrity, honesty and sincerity. Coach Wooden is not a pious man. He is truly a religious man.

The faculty and trustees of Campbell take pleasure in awarding the honorary degree of Doctor of Humanities in recognition of Coach John Wooden’s cooperation with Campbell College, his eloquent witness, his genuine modesty, his competent scholarship, his love for his family and children, and his sound philosophy of life and of play, which provide an excellent blueprint for the game of life.

Norman A. Wiggins
President

gone differently, he would have spent his retirement in Buies Creek.

“I loved that place. I always loved it,” Tudor recalled Wooden telling him. “But he said Nell’s health started failing, and Harnett County wasn’t really known for its health care system at the time. Raleigh was a good 40 miles away ... too far for the Woodens at that time.”

Wooden’s wife, his rock, Nell Wooden died on March 22, 1985. After leaving the game, John

stayed by her side during a lengthy illness, which included double hip replacement, two heart attacks and a 93-day coma.

The two had met in high school in Martinsville, Indiana, when John was a basketball star and she a trumpet player who “faked her way into the band” just to watch him play. Legend has it she marched with the team, holding the trumpet to her lips but never blowing a note.

An April 3, 1989, *Sports Illustrated* article on



Wooden's life after Nell detailed the coach and Nell's pre-game ritual during his playing days:

"Before every tip-off back at Martinsville High, Wooden had looked up from his guard position and caught her eye in the stands, where she played the cornet in the band. She would give him the O.K. sign and he would wave back. They kept up that ritual even as Johnny Wooden (Hall of Fame, inducted as a player in 1960) became John R. Wooden (Hall of Fame, inducted as a coach in 1972). Few knew that he clutched a cross in his hand. Fewer knew that she clutched an identical one in hers. She took it with her to the grave."

Wooden's retirement also meant the end of his involvement with Campbell. The Basketball School would enjoy continued success for another decade, partly because it was now the camp once regularly coached by the great John Wooden.

The Wizard's impact on Campbell is most recognized in the memories and stories from those he coached and became true friends with — many in their 70s, 80s and 90s now — and the kids he taught.

Colclough points to an old photo of

Wooden sitting at the base of a tree (*the photo that begins this chapter*) surrounded by young campers as the perfect representation

of what he meant to not only the camp or the college, but the community.

"He enjoyed being around the kids," Colclough said. "He enjoyed talking to them, learning about them and most of all, teaching them. He liked what this camp was all about ... that it taught fundamentals and wasn't just a babysitting camp. It was a true basketball school, and that's what brought him back every year."

Had Wooden stayed in North Carolina, perhaps it would be different. But today, there is no monument on Campbell's campus observing the decade it hosted greatness. A trove of black and white photos and never-before-made-public negatives sit in a closet behind Campbell's human resources office today, and a few old yearbooks and school newspapers tell little about the coach's time here.

But the book sitting in Wiggins Library — plain, hardbound and full of wisdom, much like the man himself — remains. A personal, hand-delivered gift to a school he loved.



"Bill Miller, the Elon College Coach, had a beer in front of him. When Coach [Wooden] walked into the room, Bill hid the beer behind his chair. Can you imagine a grown man doing that? That's how Coach affected people."

— Danny Roberts, "How to Be Like Coach Wooden" by Pat Williams and David Wimbish





THE HOT BOX

Cramped, unbearably hot and out-of-date, Carter Gymnasium is a historical treasure

It was a hotter-than-usual day for mid-May, which meant Carter Gym would be unbearable, despite the open windows and three large floor fans going full speed.

“Oh, it got way worse than this,” Danny Roberts said, dismissing the trapped heat inside the 60-year-old relic still standing with much newer buildings on Campbell’s campus.

The man who took over for the legendary Fred McCall in 1969 and led the ‘77 squad to the NAIA National Championship game was standing at the free-throw line — the one just feet away from the tiny arena’s entrance — when a smile appeared as he launched into a story about “Pistol Pete” Maravich and the miracles he once performed on this court.

“He’d point to a spot down there,” he said, pointing to the baseline at the far end of the gym, “and toss it behind his back ... hitting the spot every time.”

Then there was the time Pete was surrounded by adoring kids after one of his famous clinics, and in an effort to escape the crowd, tossed a ball behind him from that same spot, swishing it at the far end. By the time the campers, jaws accordingly dropped, turned back around to offer praise to their basketball idol, Pete was out the door.

“You know Michael Jordan came here?” Roberts continued. “Met Fred Whitfield here. They became really good friends. I talked to Fred just yesterday.”





13 OVERTIMES

Stan Cole is convinced you'll see Joe Dimaggio's 56-game hitting streak topped before the world sees another 13-overtime basketball game like the one played in Carter Gymnasium on Feb. 29, 1964.

On that cold Leap Day 51 years ago, Boone Trail and Angier high schools met at Campbell College to decide the Harnett 1-A Conference tournament championship. Boone Trail eventually won 56-54 in the game once recognized by the *Guinness Book of World Records* as the longest basketball game ever played.

In a gym steeped in rich basketball history, many believe this to be the best game Carter Gym has ever seen. Consider the following:

- The game began with mounting emotions thanks to a controversial football game played by the two schools the previous fall.
- Regulation ended with Boone Trail tying the game 46-46 on a buzzer beater by 6-foot-7 William Brown.
- In the third overtime, Caulton Tudor of Angier missed a potential game-winning free throw. In the eighth, Johnny Gardner's apparent game-winning bucket was disallowed by a lane violation.
- Angier coach Rudolph Brown and Boone Trail's Al Black were so worried about losing a lead in the back-and-forth game that neither used substitutes. The five starters from each team played the entire 71 minutes.
- The game was nearly halted after the seventh overtime because sanctioned sporting events in North Carolina couldn't be played on Sundays. The 13-overtime game went well past midnight. When referees couldn't reach the executive director of the N.C. High School Athletic Association by phone, they decided to keep the game going.
- Teams usually didn't drink water during games back then, but they made an exception on this night. "A doctor came out of the stands and said he wouldn't allow the game to go on unless we all got a drink," Tudor told the *Fayetteville Observer* in 2003, on the 40th anniversary of the game.
- A capacity crowd of more than 1,000 packed tiny Carter Gym that night. As news of the multiple overtimes spread, more fans arrived. Some estimate more than 2,000 spectators at one point.
- The lack of a shot clock meant both teams approached overtime with a "don't lose" attitude. Very few shots were taken. Only 18 points combined were scored in the 13 extra periods. In nine of the 13, neither team scored a point.
- Fans and players grabbed any souvenir they could after the game, knowing its potential place in history. Coach Brown of Angier kept the game ball.
- The second-most overtimes in a high school game is said to be nine, between Swayzee and Liberty Central in Indiana. The game was held just 15 days after the game in Carter Gym.
- The players for both teams meet every 10 years for an organized reunion, the most recent in 2013.

The stories came one after another. The time Dean Smith spoke here. How the entire gym went silent when John Wooden spoke. The time Davidson coach Bo Brickels and a counselor kicked each other in the groin during a 1-on-1 game one night.

"That was hilarious," Roberts laughed.

The tiny gym, which held just 947 fans when Campbell added seat backs to the metal bleachers in the 90s, was once the second-smallest Division I men's basketball arena in the nation. That the un-air conditioned, two-bathroom facility remained the home for Camel Basketball until 2008 (when the superior-in-every-way Pope Convocation Center was built) is almost unbelievable today.

"It opened in '53 and was obsolete by '61," said Stan Cole, Campbell's sports information director of the last 25 years and resident Camel Athletics historian.

"We called it 'The Hot Box,'" recalled Fred Whitfield, president and chief operating officer of the Charlotte Hornets and Campbell Basketball School alum and instructor. "It was unbearable. Even with all the windows open, if you were a counselor there during the day, you could barely stand it. It was a great environment, don't get me wrong. But it was flaming hot. As hot as you can imagine."

It was also small. From baseline to baseline, the court in Carter Gym is 4 feet shorter than a regulation court. Those baselines are about a step and a half away from the concrete wall on one side and steel railing for the bleachers on the other. The two bathrooms (with a combined four toilets) meant fans either had to go before or after the game or wait in lines that would reach almost to Carrie Rich Library on nights when the house was rockin'.





And, boy, did it rock, recalled Cole.

“To have a thousand people in here going crazy when we beat someone like Radford or another conference opponent ... you couldn’t hear yourself think,” he said. “I remember in [Coach Robbie] Laing’s third year we ran UNC-Wilmington out of the building, scoring 100 on them. We had people standing outside for hours before that game making sure they could get a seat. You could hear this place all the way across campus on those nights.”

Carter Gym was barely 3 years old when McCall hosted his first basketball school with seven other coaches and 150 boys spread out over two weeks. The building was a gem compared to the other two facilities McCall used to rotate the boys that first year — the “old gymnasium” near D. Rich Hall and the high school gym in Lillington, about five miles down the road.

Over the years, as the camp grew to 800 boys

by the 1960s and nearly 2,000 in the late 70s/early 80s, the staff added more schools to the rotation — Angier, Erwin, Dunn, Lafayette, Bunnlevel to name a few. Carter Gym, however, remained the focal point. It’s where everyone’s favorite fundamental — shooting — was taught every year. It’s where Pete Maravich would put on his epic clinics to standing-room-only crowds.

And it’s where those legendary late-night counselor games would take place, also to a packed house, though these fans were often members of the community or basketball fans who didn’t mind the drive to Buies Creek to see the nation’s best young athletes play for nothing but the love of the sport.

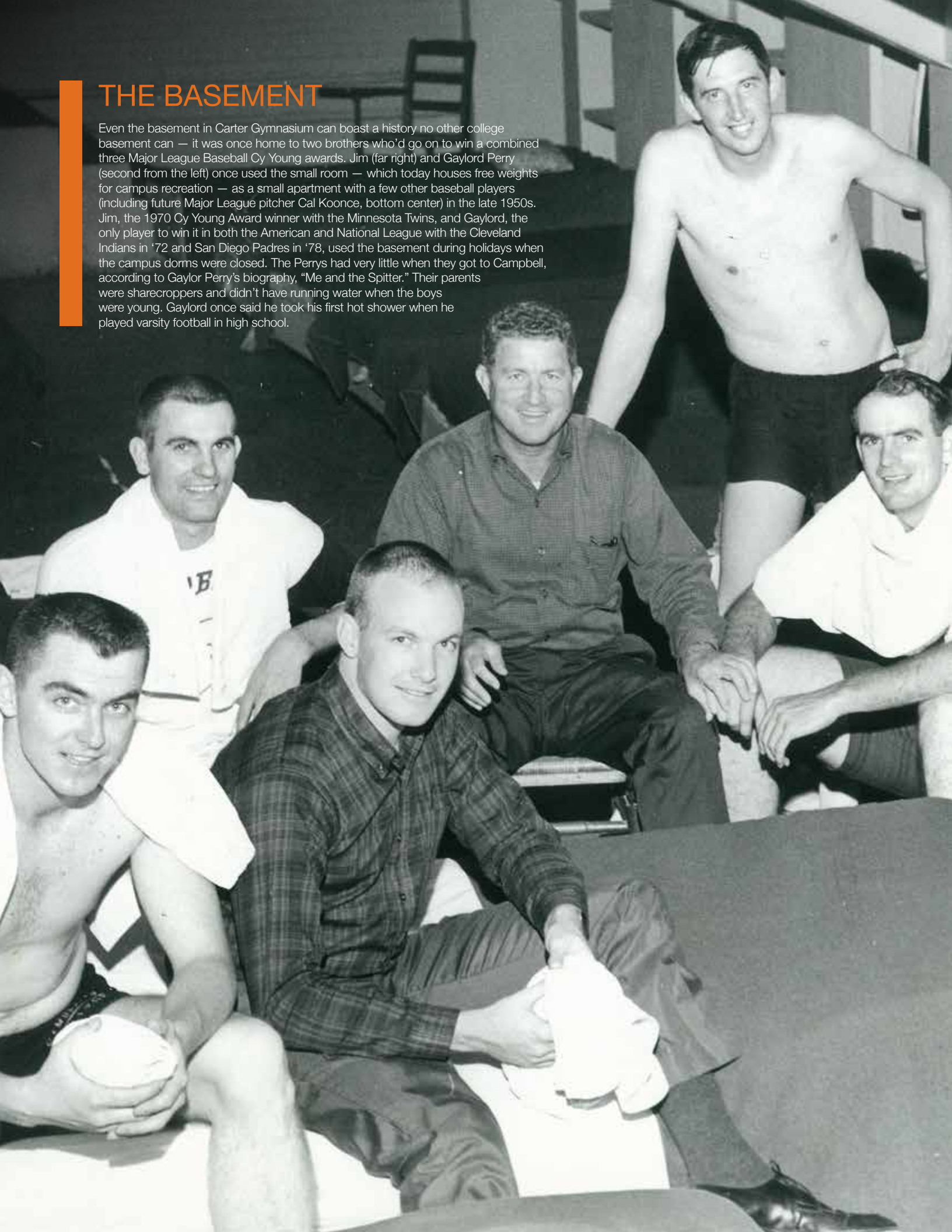
“I was a student here from ‘92 to ‘97, and they were a big deal even then,” said Andy Shell, director of campus recreation at Campbell who today occupies an office at the entrance of Carter Gym, one of only a few rooms in the building with air conditioning. “But I’d heard the stories from people here

“It was unbearable. Even with all the windows open, if you were a counselor there during the day, you could barely stand it. It was a great environment, don’t get me wrong. But it was flaming hot. As hot as you can imagine.”

— Fred Whitfield

THE BASEMENT

Even the basement in Carter Gymnasium can boast a history no other college basement can — it was once home to two brothers who'd go on to win a combined three Major League Baseball Cy Young awards. Jim (far right) and Gaylord Perry (second from the left) once used the small room — which today houses free weights for campus recreation — as a small apartment with a few other baseball players (including future Major League pitcher Cal Koonce, bottom center) in the late 1950s. Jim, the 1970 Cy Young Award winner with the Minnesota Twins, and Gaylord, the only player to win it in both the American and National League with the Cleveland Indians in '72 and San Diego Padres in '78, used the basement during holidays when the campus dorms were closed. The Perrys had very little when they got to Campbell, according to Gaylord Perry's biography, "Me and the Spitter." Their parents were sharecroppers and didn't have running water when the boys were young. Gaylord once said he took his first hot shower when he played varsity football in high school.





in the 80s. You had James Worthy, Michael Jordan, Ralph Sampson — there were games on this floor that were better than any you'd see on TV. There was barely room to stand in here those nights. It was amazing.”

When Carter Gym gave way to the convocation center and Gore Arena in 2008, university officials decided it still had use as the home for campus recreation. It serves other purposes as well — the community Christmas Store is housed there every November for less fortunate families to pick out toys to put under their trees. In June, when the camp would be running at full speed in the past, Centrikid Christian camps use Carter for some of their physical activities. And new wrestling coach and former U.S. Olympian Cary Kolat has used Carter for some of his home matches recently because he likes the more intimate feel it provides over the more spacious convocation center.

When you factor in the building's history — home of the nation's first basketball camp, host to the biggest names in basketball and even home to the longest basketball game in U.S. history (a 13-overtime high school game back in 1965) — Carter Gym deserves to stick around, according to Cole.

“You could see one of those gray historical markers out there on Main Street,” he said. “I don't know how you'd edit down the two sentences on that sign, though. So much has happened here. If something were to ever happen to this building, at least people would know how special it was.”

Not that there are plans to make room for a bigger and more modern building, said Shell. He's heard rumblings of renovations in the past. There was talk of a drop-down ceiling to properly air-condition the court. Cole said they once discussed a throw-back game, much like N.C. State does with old Reynolds Coliseum, but the “fixes” needed to support just one game — the wiring updates alone would take days — make it unlikely.

“When they said they were considering tearing down Kivett Hall, there was an uproar,” said Shell. “That's nothing compared to what would happen if people heard Carter was going away. You have several generations who have so many wonderful memories of this place. For three weeks in June for over 50 years, this was the place to be.”

“We'd get that place so full, all the seats would be taken. Kids would have to lie down on the court to watch the clinics or the all-star games. It was quite an atmosphere. I'll never forget it.”

— Danny Roberts



PETE & PRESS

Basketball's greatest showman and his dad left a lasting legacy on Campbell and its basketball school

"We were at a basketball camp at Campbell College back when Pete was in the 10th grade. Every night there was a counselors' game with the college kids who were on staff. Sometimes they'd let a high school kid or two play. Pete was in there on a night when [Boston Celtics Hall of Famer] Bob Cousy was playing. ... Pete comes across half-court and throws this amazing half-court pass with spin on it, and Cousy stops the game. Stops the game and says, 'Time out. Who in the hell is that kid?'"

— Charlie Bryant, former assistant to Bones McKinney at Wake Forest

Rick Houston had just finished his last junior varsity basketball game in 1972 at South Rowan High School when his coach told him if he had any chance to play varsity, he'd need to work on his game over the summer.

In a moment of serendipity, he opened up the Salisbury Post when he got home that evening and saw an ad for a basketball camp at Campbell College. The ad called it the

best camp in the country with coaches like John Wooden and pros like Campbell's own George Lehmann.

Then, he saw it.

Pete Maravich — "Pistol Pete" himself — would be putting on a Friday clinic at this camp.

"That sealed the deal for me," said Houston.





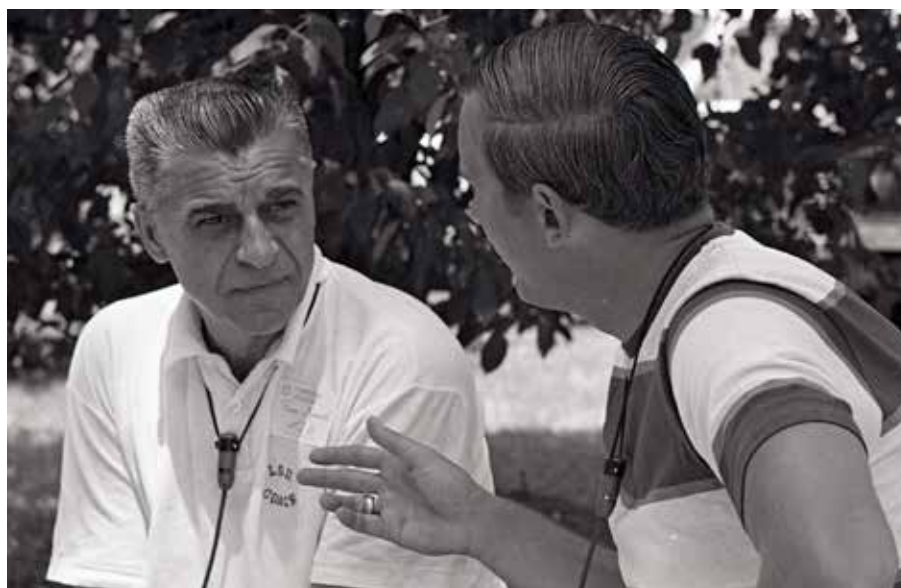
“What kind of basketball player is Pete Maravich? Far more than a gunner, you may be assured. Maravich can do it all.”

— *The Tuscaloosa News*, 1968

“Pete had been my hero for years. I even tried to emulate him with the long hair, floppy socks and no-look passes. I hounded my parents every day until they finally gave in and let me have the entry fee.”

That summer, Pete had just finished his second season in the NBA with the Atlanta Hawks, already averaging just over 20 points a game. Where Maravich had already made his name, however, was college at Louisiana State. There, he averaged 44 points a game in his four seasons — this was before the advent of the three-point line — becoming the NCAA’s all-time scoring leader (a title he still owns today).

But beyond his scoring prowess, Pete was a showman. The Basketball Hall of Fame cited him as “perhaps the greatest creative offensive talent in history,” and he’s widely considered the greatest ball-handler of all time.



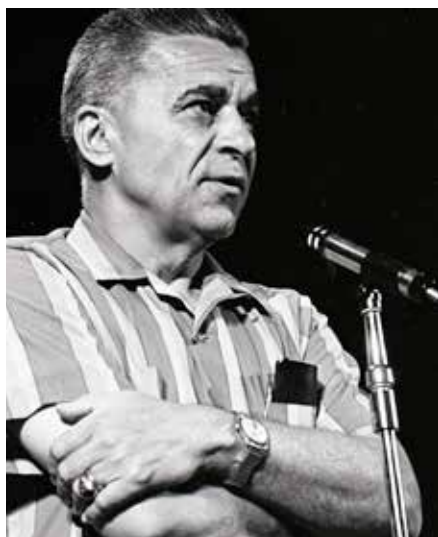
Friday, the day of Pete’s clinic, couldn’t come fast enough for Houston and his friends at the week-long Campbell camp in ‘72. They skipped breakfast that morning to get a good spot in Carter Gym to watch his hero’s clinic. Pete entered the gym wearing sunglasses and a warm-up suit. Then, the show began.

“The fingertip figure-eight dribble drill was performed right in front of me,” Houston said. “He said that the ball would play a song as he dribbled it. The ball was so close to the ground and moving so quick that it seemed

impossible. He ended his performance by spinning the ball on his finger, bouncing it off his head for a bank shot into the hoop. I had died and gone to Heaven.”

Pete’s legend in Buies Creek began long before LSU; long before he became “Pistol.”

It began in the late 1950s when a pre-teen Pete tagged along with his father — Clemson University head coach Press Maravich — for his trips north to Campbell College to help his friend Fred McCall run the now famous



Campbell Basketball School. Pete joined the other kids while his father coached, and his talent was obvious early on.

“He used to shoot for Pepsis against [Wake Forest star] Len Chappell, betting he could swish 24 of 25 free throws,” said Stan Cole, Campbell’s sports information director. “Not just make them, swish them. Nothing but net. And yeah, he won the bet. He won a lot of Pepsis as a kid.”

Pete was one of the few kids not in college (he wasn’t even in high school) allowed to take part in the epic counselor games at night.

“I saw him do things at Campbell I didn’t think anybody could do,” Coach Wooden

told author Mark Kriegel in his book, ‘Pistol: The Life of Pete Maravich.’ “I had the great pleasure of playing against the New York Rens many times. I watched the Globetrotters with Goose Tatum and Marques Haynes. None of them could do more than Pete. Pete Maravich could do more with a basketball than anybody I had ever seen.”

According to Kriegel, the glitz of Pete’s game also worried Wooden, who once asked Press if the kid would be better off learning proper footwork for defense.

“You don’t understand,” Press told him. “He’s going to be the first million-dollar pro.”

Press Maravich is remembered by most as

Pete’s father, but he made a name for himself in the high school and college coaching ranks long before Pete’s rocket to stardom. He served in the Naval Air Corps during World War II and played a few years of pro ball for the Youngstown Bears and Pittsburgh Ironmen shortly after the war. He earned his first head coaching job for West Virginia Wesleyan at the age of 34 and a year later, coached at his alma mater, Davis & Elkins.

After two short stints coaching high school from ‘52 to ‘56, Press was called in to turn around the worst basketball program in the ACC, Clemson, which had gone 1-39 in conference play the previous three seasons. In his six seasons, the Tigers slowly climbed back to respectability before he left after the ‘62 season to coach at N.C. State. He’d later go on to coach Pete at LSU and Appalachian State in the 70s. His career ended as an assistant at Campbell in the early 80s.

It was during his time at Clemson and N.C. State when Press first got involved in Campbell Basketball School at the urging of Fred McCall. He roomed with John Wooden — forming a real-life “Odd Couple” with Wooden as the Bible-toting, scripture-quoting adult and Press the over-cussing, beer-drinking sidekick.

But the relationship worked, and as Wooden told Kriegel for his book, “Pistol,” the game’s greatest coach of all time would often turn to his friend for basketball advice, despite Press’ career 234-289 coaching record in the college ranks.

“One should never underestimate Press’ knowledge of the game,” Wooden was quoted. “Over the years, he was the one I would go to for analysis on several aspects of the game.”

And like McCall, who turned down bigger jobs to stay at Campbell, and Wooden, who once had plans to move to Keith Hills after retirement, Press fell in love with Buies Creek. He instructed at the Basketball School nearly every year from the early 60s until his death in 1985.

“He was a fixture there,” said Scott Colclough, former camper and instructor and now an assistant dean at Middle Tennessee State. “He was so entertaining, and he had a personality as big as life. He enjoyed all the coaches and working with the kids. And he was always so proud of his children. He did everything for them.”

Press' return to Campbell was contingent on one thing — he and his daughter (Pete's little sister), Diana, were a "package deal." Diana enrolled as a freshman, and Press became the associate basketball coach in the fall of 1982.

Three years later, Press was diagnosed with prostate cancer. He died in 1987 in a hospital in Covington, Louisiana.

Pete — a five-time NBA All-Star and one-time NBA scoring champion whose number would be retired by LSU, the Utah Jazz and the New Orleans Pelicans — played in the NBA for 10 seasons before knee problems forced his retirement in 1980. He died suddenly in 1988 (just nine months after Press) from a rare natural heart defect at the age of 40.

A year later, Diana Maravich-May graduated with the charter class of Campbell's School of Pharmacy.

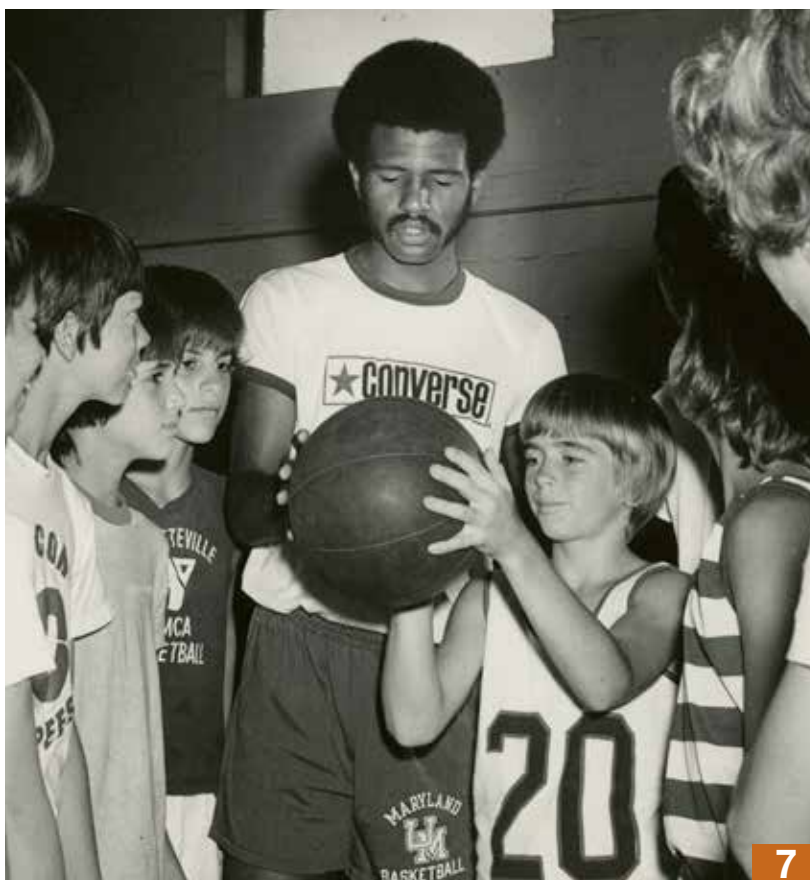
LSU's basketball arena today is the Pete Maravich Assembly Center. The Maravich name lives on at Campbell, too, through people like Fred Whitfield, president of the Charlotte Hornets who got there because of sound career advice from Press, who told him he was "too smart" to be a coach.

And through people like Rick Houston, who was wowed as a young camper and who would one day break out the old VHS Pistol Pete fundamental tapes for his son, Nick, a senior guard at Catawba College.

"Pete's impact helped me understand the work ethic that I needed to become a better player," Houston said. "My son has grown to almost the same build and height as Pete, and it's amazing to see the similarities in his jump shot. I will never forget the glimpse of greatness."

His lasting memory of Pete is the way he ended his clinic on that glorious Friday in Buies Creek.

"He spun the ball on his finger, bounced it with his hand, bounced it from his knee into the air, then banked it [into the goal] using his head," he said. "Then he was gone. To huge applause."



7

THE CAMP'S BIGGEST NAMES

In 1996, the NBA celebrated its 50th anniversary by naming its 50 Greatest Players in NBA history. The list included a combined 107 championship rings, more than 400 All-Star Game appearances and nearly 1 million points scored.

Seven of the 50 are part of Campbell Basketball School lore, from Bob Cousy pitching the McCall's Rebounder in the late 1950s to Nate "Tiny" Archibald's speech to campers in 2001. In between, Buies Creek hosted Bill Sharman, Dolph Schayes, Pete Maravich, James Worthy and the greatest of them all, Michael Jordan.

Below are just some of the basketball greats who have contributed to the school in the last 60 years, whether as an instructor or speaker.

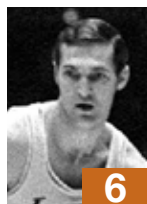
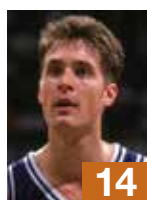
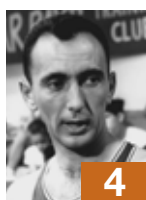
1) John Wooden: The "Wizard of Westwood" and a staple at Campbell Basketball School for 10 years from the late 60s to his retirement. Winner of 10 NCAA national championships in a 12-year period at UCLA. Considered by many the greatest basketball coach of all time.

2) Michael Jordan: The greatest basketball player of all time. Six-time NBA

champion, six-time NBA Finals MVP, five-time NBA MVP, 14-time NBA All-Star, NBA's all-time playoff scoring leader. Owner of the Charlotte Hornets.

3) Pete Maravich: NCAA all-time scoring leader with 44.2 points per game in four years at LSU. Five-time NBA All-Star and NBA scoring champion in 1977. Number retired by LSU, Utah Jazz and New Orleans Pelicans.

4) Bob Cousy: Six-time NBA champion with the Boston Celtics, including five straight from 1959 to '63. NBA MVP in 1957 and a 13-time NBA All-Star. Led NBA in assists eight-straight seasons and introduced a new blend of ball-handling and passing skills that earned him the name, "Mr. Basketball."



5) Dean Smith: Head coach at UNC-Chapel Hill for 36 years, winner of two national championships and 879 total games (fourth most in Division I men's basketball history). Appeared in 11 NCAA Final Fours and won 17 regular-season ACC titles.

6) Jerry West: NBA Champion in 1972 with the Lakers, 14-time NBA All-Star and 1970 NBA scoring champion. Nicknamed "The Logo," West's silhouette was incorporated into the NBA logo.

7) John Lucas: Two-time All-American player at Maryland and ACC Athlete of the Year in 1976. Played 14 seasons in the NBA, making it to the Finals in 1986 with Houston. Coached for three teams in the NBA, taking the Spurs to the playoffs twice in the early 90s.

8) Ralph Sampson: No. 1 pick in the 1983 NBA Draft after winning NCAA College Player of the Year three times at Virginia. NBA Rookie of the Year with Houston Rockets in '84. Four-time NBA All-Star and 1985 All-Star Game MVP.

9) Kay Yow: Five-time ACC champion as head coach of N.C. State, 1988 Olympic Gold medalist and 2002 inductee into the Naismith Memorial Basketball Hall of Fame. Had a 737-344 career record as head coach for Elon from 1971-75 and N.C. State from 1975-2009.

10) James Worthy: Hall of Famer, three-time NBA Champion, seven-time NBA All-Star and the 1988 NBA Finals MVP with the Los Angeles Lakers. No. 1 overall pick of the 1982 NBA Draft. Final Four Co-Most Outstanding Player

on UNC's 1982 national championship team. Appeared as a Klingon in *Star Trek: The Next Generation*.

11) "Tiny" Archibald: Hall of Famer who played 14 seasons in the NBA. NBA Champion in 1981 with Boston Celtics, six-time NBA All-Star and 1973 NBA scoring champion and assists leader (the only player to lead in both categories).

12) George Karl: Head coach of the Sacramento Kings and former coach of the Seattle SuperSonics and Denver Nuggets. NBA Coach of the Year in 2013. Became the seventh coach in NBA history to record 1,000 wins in 2010. Played six seasons for the San Antonio Spurs in the 70s after his college career at UNC-Chapel Hill.

13) Dolph Schayes: Fourth-overall pick of the New York Knicks in 1948. Played 16 seasons, winning the 1955 NBA title with the Syracuse Nationals. Twelve-time NBA All-Star. NBA Coach of the Year in 1966.

14) Christian Laettner: Hit game-winning shot in 1992 regional final against Kentucky for national champion Duke. ACC Player of the Year in '92 and two-time ACC Athlete of the Year. Played 13 seasons in the NBA, earning an All-Star selection in 1997. No. 32 retired by Duke University.

15) Bill Sharman: Teamed with Cousy to form one of the greatest backcourts of all time with the Boston Celtics in the 50s. Ten-time NBA Champion (four as a player, one as a head coach, five as an executive) and eight-time NBA All-

Star. One of only four in Naismith Hall of Fame as a player and coach (John Wooden is another).

16) Lefty Driesell: Two-time ACC Coach of the Year at Maryland and four-time Southern Conference Coach of the Year at Davidson. Coached for 41 years and is the only coach to lead four different schools to 100 or more wins. Inducted into College Basketball Hall of Fame in 2007.

Other notable names: Sam Perkins, Eric Montross, Len Chappell, Danny Ferry, Vinny Del Negro, Bobby Cremins, Skip Brown, Chris Corchiani, Randolph Childress, J.R. Reid, Mike Curry, Tim McMillan, George Lehmann, Bobby Hurley, Billy Packer, Terry Holland, Rick Barnes, Kelvin Sampson and Dave Odom.



ANDREWS
200 CLUB
FOOTBALL

Athletic Trials
1980
University of Kentucky

CAMPBELL UNIVERSITY



THE KIDS

It was like Christmas in June for generations of young men and women who took part in the camp

Dan Spainhour couldn't pin down the exact year ("It was 1970-something"), and he thought he may have been 11 or 12 at the time ... maybe 13. Those details were hazy. But everything else about his experiences at Campbell Basketball School were crystal clear over 40 years later.

"It was a big day for me. My family loaded up the station wagon, and drove me two hours south to Campbell," he said. "This was my first experience on a college campus, and if you were a kid in North Carolina who liked basketball, this was the camp. It was the school."

Spainhour and hundreds of other young men ("It seemed like 1,000") arrived on Sunday and stayed through Saturday. They slept in dorms with roommates from other parts of the state ... some from South Carolina and Virginia or

even Georgia and Florida. Their days began with an early breakfast in Marshbanks Cafeteria and a devotional in Turner Auditorium, then drills from 8 to 11, lunch at Marshbanks, drills from 2 to 5, dinner at Marshbanks and drills from 6 to 9 before returning to the dorms for lights out.

The boys, ages 8 to 18, would be split into groups and bussed all over Harnett County to gyms in Erwin, Dunn, Bunnlevel, Lafayette, Lillington and Angier, to name a few. Lessons would cover passing, dribbling, screening, "off-ball movement" and defense.

Their teachers were legends. The counselors, many of them were future legends.

The experience was a dream come true for Spainhour and had an enormous impact on





his eventual decision to make basketball his career. He would go on to become a successful high school coach before joining Florida State University as the director of basketball operations. And for the past 25 years, he's run his own basketball school, East Coast Basketball Camps in Winston-Salem. He's even penned a book, "How to Run a Basketball Camp: A Guide to Directing a Successful Basketball Camp," which opens with his Campbell experience.

"Campbell's camp was way ahead of its time," he said. "That experience is what I try to offer in my camps. I want them to be fun, but I want the kids to come away having learned something valuable. The focus is on the fundamentals — that's what I remember most about Campbell

as a kid. The teaching. The lectures. Going to a gym on a hot summer day and getting all this knowledge from great coaches. It was hot and miserable, but it was awesome."

"Coach McCall never imagined how popular this thing had become."

— Caulton Tudor

Twice — when he was 15 and 16 years old — Caulton Tudor answered "Campbell Basketball

School" when his parents asked him what he wanted from Santa that year. He was thinking ahead, as June was still a good seven months away in December.

But at that time, forward thinking was necessary to guarantee a spot.

"The camp just took off," he said. "All of the sudden, if you didn't get your application in shortly after the new year, you weren't sure you'd get in."

At its peak in the 70s and early 80s, Campbell Basketball School was bringing in more than 2,000 kids a year — about 800 boys a week for two weeks and about 400 girls for the third and final week. The camp had become a well-oiled



machine, equipped with an army of busses shipping kids, coaches and calendars to every elementary, middle and high school in the county where the students were met by coaches ready to spend the next 90 minutes pounding fundamentals into their heads.

“The one thing they kept telling us is, ‘You’re here to learn basketball,’” said Tudor, who’d go on to a successful career as a sports writer and columnist for the *Raleigh News & Observer*. “And you learned basketball. Strictly fundamentals. Red Myers [former head coach at Erskine College] ran the Angier camp and taught defensive technique. He didn’t even bring a basketball with him. You worked on defense, footwork and boxing out. You never even saw a basketball.”

One stop was passing. Another was 90 minutes of free throw shooting.

It wasn’t all work and no play. There were games — competitive games — with the best saved for Fridays when that week’s top performers took part in an All-Star game. In the earlier years, students were given a report card at week’s end, grading them on offense, defense and rebounding.

“Fridays, that was your reward. It was basketball, morning, afternoon and night,” Tudor said. “They also handed out superlatives — the Top 10 guys in scoring, passing, rebounding or defense. You got better in all these areas. That was the true mission of the camp.”

For many, the skills they learned and developed were the biggest take-aways from Campbell Basketball School. For others, it was the friendships made.

Susanna Stevens was among the more than 300 girls who attended the camp each year in the early 1990s. A huge basketball fan who went on to play varsity ball in high school, Stevens enjoyed hanging out with other girls who loved the sport as much as she did. In the little free time they had, she and her roommates would organize pick-up games.

“I enjoyed meeting and making new friends,” she said. “One year, I kept in touch with my roommate by letter after camp. I have such great memories from those camps — I liked



the small school feel, having independence ... I enjoyed going to the cafeteria and eating as much as I wanted. I returned because I loved it. It was definitely the highlight of my summers.”

The coaches loved it, too, according to Danny Roberts, and not just because the camp served as an extra paycheck during the otherwise work-free summer months. Though many of their respective schools faced off against each other from November through March, the coaches were a tight-knit bunch in Buies Creek. Many stayed in the dorms, rooming with their rivals. They ate in Marshbanks with the kids, and enjoyed late-night card games and a few cold ones when the younger visitors were fast asleep.

“We had a great time. There was a lot of laughing,” said Roberts. “And the pranks ... once they lit a smoke bomb and tossed it into one of the coaches’ cars, and it looked like it just blew up.”

Coach McCall woke up one morning to find his car — a tiny French Renault that resembled a Volkswagen Beetle — missing in his usual parking spot. Overnight, the other coaches had opened the doors to Carter Gym and rolled the little car to the center of the court.

“Something like that was happening all the time,” Roberts said. “We just all became really good friends. It didn’t matter if you were John Wooden or the coach down at the

high school. You were part of the group. I felt like I was working with my friends.”

The friendships were paramount to Campbell Basketball School’s success. But another important factor, according to Roberts, was the kids themselves — kids who were there for not only the experience, but to also learn and become better basketball players.

“To have more than 800 kids in a week and never have a problem is pretty impressive,” he said. “We never had a big fight. They were so tired come 11, we never had a problem getting them to bed. We never even had a wreck on one of those old busses. It just all ran smoothly.”



ORANGEADE

Carroll Leggett worked the tobacco fields for as long as he could remember when in 1955, at the age of 14, he walked into Stephenson Soda and Sundry Shop on the campus of Campbell College and asked for a job. Working indoors during the summer — in a place with air conditioning no less — was like he'd died and gone to Heaven.

The following year, the soda shop (located where the Wallace Student Center is today, mere yards from Carter Gymnasium) became the “go-to stop” for thirsty athletes at the first-ever Campbell Basketball School. The shop's specialty — and the drink all the kids were pining for — was Orangeade.

One whole orange. A generous amount of simple syrup. Ice nuggets (not cubes). That was it. Yet the process was alms enough to make Leggett long for the tobacco fields, even in June.

“We made each one individually, by hand,” he said. “The store would be packed. You literally could not fit another body in there at times. By the end of the day, I'd be exhausted, and the palms of my hands would be bruised from pushing the orange squeezer over and over.”

Leggett served hundreds and hundreds of kids every June until he graduated high school and left Buies Creek in 1960. He also served his fair share of legends. Bob Cousy, the Hall of Famer and 1957 NBA Most Valuable Player for the Boston Celtics, was a regular. So was Len Chappell, the 6-foot-8 star from Wake Forest who went on to a nine-year career in the pros. “He was a huge guy, and the kids adored him,” Leggett said of Chappell. “He came in a lot, and I just remember him being very laid back. We always wondered if he was totally awake; he was that gentle-natured.”

Orangeade became as legendary as the basketball camp. Long after the soda shop closed, the beverage could be found at the Oasis student snack bar and at the pro shop at Keith Hills golf course.

“It was like lemonade, but much sweeter,” said Susanna Stevens, who attended the girls camp for four years in the early 1990s. “It was perfect after a day of sweating so much. I looked forward to it ... it was like a once-a-year treat for me.”



THE CHIEF

The Basketball School inspired many, perhaps none more than Charlotte Hornets President Fred Whitfield

Before a crowd of media, microphones, cameras and anyone with a stake in the city of Charlotte, Fred Whitfield and his longtime friend Michael Jordan beamed.

For five years, the duo — the greatest basketball player of all time and one of the few members of his famous “inner circle” — had worked to revive a downtrodden NBA franchise and make the city and the state relevant to pro basketball at a level not seen since the early 1990s.

On June 22, their hard work paid off.

Commissioner Adam Silver was in town to announce Charlotte as the host of the 2017 NBA All-Star Game, an event projected to have more than a \$100 million economic impact on the city. An event that screams, “Charlotte is back, basketball fans.”

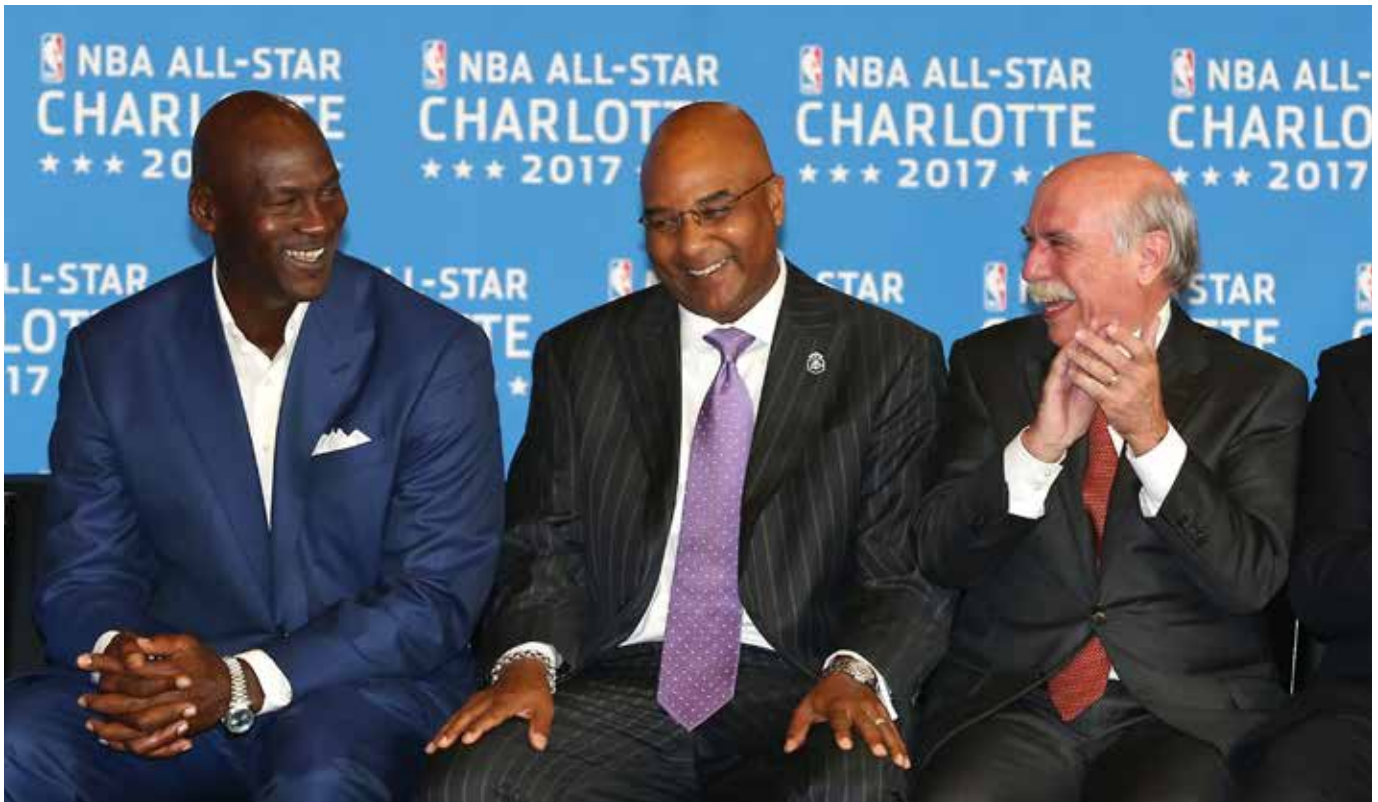
With Whitfield at his side, Jordan spoke of his purchase of the then-Charlotte Bobcats in 2010, reteaming with Whitfield, named the franchise’s president and chief operating officer four years earlier. Jordan called the last five years “our passage back to the top,” a passage that included the revival of the “Hornets” name that left for New Orleans when the team did in 2002.

“It’s been a lot of work,” Jordan said over the sound of lens clicks and shuffling reporters. “Fred knows this.”

Rewind a few months earlier — Whitfield’s sitting in his office on the second floor of the Time Warner Cable Arena, one window overlooking a downtown parking garage and the other a practice court emblazoned with the new Hornets logo. He’s spent the past 45 minutes talking about his time at Campbell University



Photo courtesy of the Charlotte Hornets



— where he was a member of the school's first Division I men's basketball team and later inducted into the program's Hall of Fame — and how the world famous Campbell Basketball School shaped his life.

It was in Buies Creek, he says, where he learned about life and the game of basketball from great men like Wooden, McCall, McKinney and Maravich. It was in Buies Creek where met Jordan and became fast friends long before MJ's meteoric rise to basketball stardom. It was in Buies Creek where Whitfield was convinced to pursue degrees in business and law — decisions that cleared the path that would eventually lead to Charlotte.

In less than an hour, it becomes clear that the Charlotte Hornets' success wasn't just the result of a five-year plan. The city's return to basketball respectability was molded decades earlier, 136 miles east in a cramped, musty gym in Buies Creek.

Whitfield attended his first Campbell basketball camp when he was 8. Two hours away from his parents in Greensboro for a week, he attended the camps with his friends every summer until he was 18. He has fond memories of the gyms they learned in, the buses they rode in and the dorms they stayed in on campus.

"Every June I looked forward to coming back

and seeing all my friends," he said. "You had kids from all over the state and some from out of state, and the camaraderie we had ... that's what really stuck with me. That's what I remember most."

The camps helped his game tremendously as well. McCall's camps had a strong focus on fundamental basketball skills, Whitfield said. He was able to take those fundamentals and hone them in the weeks leading into his middle or high school basketball seasons. The result — Whitfield was recruited by Campbell after his senior year, but he instead chose to play for UNC-Greensboro, a Division III school at the time. After his freshman year, Whitfield was named an honorable mention All-American.

"Coincidentally, after Campbell's run in the NAIA finals, they chose to become a Division I school that next year," Whitfield said. "I reached out to Coach [Danny] Roberts, because I wanted to play against better talent."

Campbell went 9-15 in its first year as a Division I independent and 10-16 the following season, playing most of its games on the road and even its "home" games in Raleigh or Fayetteville because Carter Gym didn't meet certain specifications to host big games. In his senior year, the Camels went 15-12, and Whitfield earned a spot on the national All-Independent team (it would take another seven years before

Campbell earned a winning record again). He finished his career averaging 12.6 points per game.

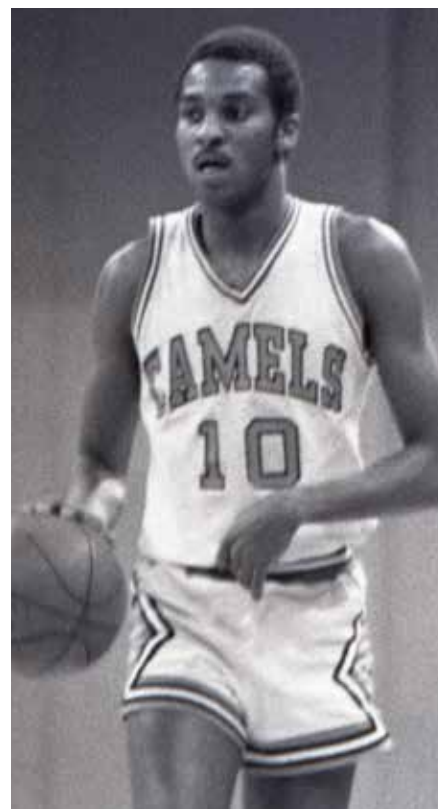
Playing for Campbell offered Whitfield the opportunity each summer to take part in the camp he loved so much as a kid. By the late 1970s, Campbell Basketball School was still drawing more than 1,500 kids and dozens of big-name coaches and athletes from the ACC and other big conference schools. Whitfield became a counselor, which meant teaching kids throughout the day and taking part in some of the legendary pick-up games at Carter Gym at night.

"The counselor games at night ... we had the entire community coming to see these games," Whitfield said, recalling games that included mega-stars like Virginia's Ralph Sampson, UNC's James Worthy and Clyde Austin, Sidney Lowe and Hawkeye Whitney of N.C. State. "I took these games seriously. All the Campbell players took them seriously, at least more than the ACC players. This was our opportunity to gauge just how good we really were, as opposed to how good we thought we were."

Another star Whitfield got to know was a young kid coming off a memorable freshman year at UNC that ended with him hitting the game-winning shot in the national title game. Whitfield, by then an assistant coach for Campbell, was in the Louisiana Superdome



Fred Whitfield was elected into the Campbell Athletics Hall of Fame in 1995, on the same day as former head coach and Basketball School founder Fred McCall. A member of Campbell's first Division I basketball squad, Whitfield still ranks among the all-time career scorers in school history. He played for the Camels for three years after spending his freshman season at UNC-Greensboro. In his senior season, he led the Camels to a 15-12 mark (its first winning season at the Division I level) and earned a spot on the national All-Independent team.





ACHIEVEMENTS UNLIMITED

Campbell Basketball School's impact on Fred Whitfield's life has extended much farther than his career. In 1984, he started his own summer hoops camp, Achievements Unlimited Basketball School, building on Campbell's core goal of teaching basketball fundamentals and adding two others — encourage academic success and instill a powerful anti-drug message.

Now in its 31st year, Achievements Unlimited has reached more than 10,000 campers, many of them underprivileged young men who otherwise couldn't afford a week-long basketball education featuring former and current NBA stars.

On the first day of camp, each student receives a list of vocabulary words they are required to define and study throughout the week. Participation in the camp's All-Star Game depends on the campers' vocabulary skills just as much as their basketball prowess. Charlotte-area drug abuse prevention agencies participate every year to educate and engage the campers, making their week about much more than basketball.

"Without having grown up with the Campbell experience, I never would have learned how to build a camp and build a culture," Whitfield said.



in New Orleans in March 1982 for a coaches' conference when Michael Jordan became a national name by hitting a 16-foot jump shot from the left wing with 15 seconds to go to beat Patrick Ewing's Georgetown Hoyas, 63-62.

Jordan had first attended Campbell's camp a year earlier after his senior year of high school and would return to Buies Creek two months after the big shot that made him a big shot. Pre-celebrity Jordan was in Whitfield's group during that first camp, and the two hit it off immediately. When Campbell wasn't playing, Whitfield would drive up to Chapel Hill to catch Jordan's Tar Heels and often go out to eat with him and Jordan's roommate, Buzz Peterson, after those games.

In Buies Creek, Whitfield shared the bench as an assistant coach with Press Maravich, former head coach at Clemson, N.C. State and LSU and father to Hall of Famer "Pistol" Pete Maravich. Whitfield earned his MBA during his return to Campbell, and the elder Maravich was on his case constantly about getting out of basketball and getting a law degree.

"Press was a father figure and a mentor to me," Whitfield said. "I sat next to him for a whole year, and he kept on me about law school. 'You're too damn smart to be a coach,' he'd tell me. I didn't know what he meant by that, because it felt like some coaches were

doing pretty well for themselves. But I took it to heart."

Whitfield left Campbell, MBA in hand, and worked in marketing for Southern Bell. It took one more push by Maravich — this one in the form of a long hand-written letter — to convince him to seek another path. The next year, Whitfield was accepted to North Carolina Central's law school.

This was in 1985. The following year, Michael Jordan set an NBA record with 63 points in a playoff game against the Boston Celtics. In '87, he wowed the world by winning his first of two straight Slam Dunk Contests.

Back in North Carolina, Whitfield would visit Jordan or Sampson during breaks from law school and catch as many games as possible, especially games in Charlotte. With law degree in hand, Whitfield went to work for the law firm that represented Jordan and other NBA stars like Ewing, Charlotte's Alonzo Mourning, Muggsy Bogues and Dikembe Mutombo. From there, Whitfield went on to Nike, where he managed more than 150 players in the NBA's Eastern Conference and negotiated their shoe endorsement deals. He was a big factor in the highly successful "L'il Penny" ad campaigns featuring the Orlando Magic's Anfernee "Penny" Hardaway.

Each step in his career — coach, marketing professional, lawyer and player agent — molded Whitfield to become the successful NBA team executive he is today. As president and chief operating officer, Whitfield oversees all business operations for the Hornets and Time Warner Cable Arena. Since his arrival, he's overseen the most dramatic growth in both franchise and arena history — from simultaneously signing an arena naming rights deal and a television broadcast rights deal to doubling the number of corporate partners and launching the Cats Care community initiative.

In his time, Charlotte has attracted the CIAA, ACC and NCAA tournaments, global concert tours like Paul McCartney and Billy Joel and the 2012 Democratic National Convention. This year's All-Star announcement was the icing on the cake for a man who says he's "too busy" to sit back and reflect on his career and his success. But he is well aware of where it all started.

"The culture of the camps at Campbell, the great education I got there, having a guy like Press really push me to dream much bigger than I was dreaming at the time and to ultimately meet my boss," said Whitfield, who was recently named to the University's Board of Trustees. "Other than being fortunate to have the parents I have, Campbell is at the core of everything positive that's happened in my life."





LEGACY LIVES

It's no longer the only camp around, but today's Campbell Basketball School is still about fundamentals

Ten-year-old Nicholas Avery of Angier was born two years after Michael Jordan played his last professional basketball game. He's never heard of Pete Maravich, Ralph Sampson or the other big names who made Campbell Basketball School world famous.

But the fundamentals stressed by Fred McCall, Bones McKinney and those many, many stars who taught generations in Buies Creek are still the focal point of what is now the nation's longest-running basketball camp. So, too, are the life lessons.

Asked to share what he learned most from his camp experience at Campbell, Avery didn't hesitate. "Always have a good attitude and always give your best effort."

The message has changed little. Very little else has remained the same.

Entering its 60th year next year, Campbell Basketball School no longer boasts the biggest names in the sport. The cramped, musty gymnasiums spread throughout Harnett County have been replaced by the cool, modern confines of the Pope Convocation Center, which houses a practice court larger than Carter Gym's wood floor. Buies Creek was once the temporary home to about 1,000 young men per week in the camp's heyday. This year's weeklong camp hosted about 75 students, with similar numbers attending various weekend and elite camps spread throughout the summer.

Run today by third-year head basketball coach Kevin McGeehan, Campbell Basketball



School isn't a one-of-a-kind experience anymore. It isn't the only camp around. In fact, it's one of hundreds in North Carolina alone. It's a reality McGeehan has accepted, but it's by no means a reality that can't be overcome.

"I think to gauge success by your numbers at this time is silly," he said. "We're focused today on continual growth. We want this year's camp to be bigger than last year's, and next year's to be bigger than this year's. I hope we're in a situation in a few years where we're hoping Buies Creek Elementary isn't refinishing its floor, because we really need that extra gym to house another group. I want to get back to a point where our courts are full, and we're looking for the next place to teach these guys. I still want it to be a quality experience that kids are excited to be a part of."

McGeehan has kept the overnight camp, though it runs four nights now instead of six. To work around busy schedules, year-round high schools, summer vacations and competition from other schools and camps, McGeehan added two "elite prospect" camps for high school recruits to not only showcase their skills, but get to know Campbell University as well. A weekend day camp was added for pre-teens and teens who aren't interested in overnight stays, and a "mini-Camels camp" was created for young boys, ages 5-10.

"I saw the writing on the wall when Billy Lee was coach here [in the mid 1990s]. We had a player from Carolina — and he wasn't even one of the good guys — come down to speak to the kids and sign autographs. I remember he came down, sat in his car, rolled down the window and signed autographs. They paid him good money to come down and be a part of this camp, and he wouldn't even get out of his car."

— Andy Shell, Campbell alumnus, campus recreation director

By the mid 90s, attendance at Campbell Basketball School began to dip. By that time, the big three basketball programs in the Triangle were hosting their own camps

(modeled after Campbell's), but Stan Cole — who was still fairly new to his role as Campbell's sports information director at the time — said new rules preventing camps from paying athletes more than other counselors played a big part in keeping the big names away.

"For years, a lot of the kids who visited our camp would not only come here to learn basketball, but if they were a Carolina or State fan, they also got to meet players like Danny Ferry," Cole said. "When Campbell ceased to be able to do that, that was the first hit."

Then in 2005, another hit. The NCAA passed legislation barring coaches from other colleges and universities from speaking at another school's basketball camp (for fear of "increased access" to prospects and unfair recruiting advantages).

The boys' camp soldiered on thanks to tweaks along the way. In 2005, after turning away coaches like Herb Sendek, Jeff Lebo and Dave Odom because of the new NCAA regulations, former Campbell head men's basketball coach Robbie Laing added a "father-son" camp that drew more than 100 that year.

The girl's camp, which peaked at about 450 to 500 campers in the 1980s, was not as fortunate. Wanda Watkins, who notched her 500th win as head coach of Campbell's



women's team in 2014 and a long-time instructor and eventually director for the girl's summer camp, once attracted the state's top coaches to her school, legends like the late Kay Yow and UNC's Sylvia Hatchell. But she shut down the camp in 2012 after enrolling barely 40 girls that year.

"It got to the point where there were so many other camps around and so many kids were involved in summer leagues like AAU, we just felt like it was time to give it a break," said Watkins, who added that the rise in other women's sports like soccer, volleyball and lacrosse also played a part in the declining numbers. "To say it's totally deceased right now wouldn't be accurate. Our camp was around for 41 years, and took quite an effort to keep it going."

"When I was hired by Campbell, there wasn't a person I met after who didn't bring up the camp. Every single person. I'd be in a restaurant, an airport ... Indianapolis, Orlando, Virginia Beach ... everybody would say, 'Ah, Campbell. The Basketball School. John Wooden.'"

— Current men's head basketball coach Kevin McGeehan

McGeehan wasn't thinking about summer camps when he accepted the challenge of turning around a program that hasn't seen an NCAA Tournament bid since 1992. But he soon learned that just about anybody with a connection to Campbell basketball had a connection with the Basketball School. And many others who had no connection with Campbell still either attended the camp or had an uncle or father who attended.

In his first year, McGeehan looked at the feasibility of continuing the camp or possibly even doing away with the "overnight" part of it. But the history was too important, he said.



FATHERS AND SONS

Press and Pete Maravich are the most prominent, but they're by far not the only family combo to leave a legacy at Campbell Basketball School. There have been several father-and-son, father-and-daughter, brother-and-sister combos over the decades.

Head Men's Basketball Coach Kevin McGeehan and his sons, Jack, 9, and Connor, 7, kept that legacy alive this summer (4-year-old Grace has yet to show much interest). McGeehan's boys took part in the basketball camp, and Dad said their presence has made him a better instructor.

"Any opportunity to be with them and share all the unbelievable experiences that come through sports is special to me, and I'm blessed to have that opportunity," McGeehan said. "I hope it's making me a better camp director, because I'm seeing it through their eyes. At the dinner table, they'd tell me about what they liked and didn't like, whereas before, this was information I'd try to grab from a kid at the water fountain. Plus, I know I'm getting the truth of these guys."

The camp was a learning experience for McGeehan's collegiate players, too, as just about the whole team participated in instructing and providing demonstrations during the overnight camp. Not only is it an opportunity for them to "give back" to the community, the coach said, but it also introduces the guys to the young men who look up to them and idolize them.

"There's something valuable about that for our players, and not just from a basketball



perspective, but a life perspective," McGeehan said. "It's about more than just them. Somebody's eyes are on them. They're watching how you work, and they're emulating you. With that comes responsibility."

McGeehan recalled seeing his younger son hit a long-range shot and celebrating with "3 Goggles," making glasses around his eye with his thumbs and pointer fingers while lifting up the others to make a "three."

"I told him, 'Hey, we're not doing that,'" he said. "And he said, 'But Dad, I saw your guys do it.' Yeah, but I'm getting them not to do it, too. It's about being a good sport and a good teammate, and not showing up the competition. It's a good example of how the little guys are paying attention to everything they do."



“We’re in such a basketball-rich state, 25 to 30 miles from Carolina, Duke and N.C. State,” he said. “The history is unbelievable, and for me, when you think of our camp, I feel like, ‘Gosh, we have a piece of that.’ There is a cool, rich tradition in this state, and Campbell is part of it.”

To keep the legacy alive, McGeehan continues to focus on the fundamentals at his camps. His most recent overnight camp included 3-on-3 drills where each possession had to begin with a pick-and-roll. The students also witnessed skill-development drills performed by current Campbell athletes — a fast-paced 25-minute workout that included fast-break passing and lay-ups, shooting drills and more. Later in the week, the students were put through the same regimen.

“You’d be amazed at how even guys with college scholarships get better by doing that high-intensity warm-up every day, all the time while they have four coaches’ eyes on them, correcting them when mistakes arise,” McGeehan said. “We try to give that to the kids. It gives them a taste of how it’s done by athletes at the next level. It shows them how hard you have to work to get to that point. Not

every kid who comes to our camp is going to be a college basketball player, but for those who dream of it ... this is what it takes.”

McGeehan said he is also a firm believer in charting progress. If his 9-year-old son is in the driveway practicing, he’ll ask him how he did. Whether or not he got better.

“If I made 25 of 50 shots in the driveway today, tomorrow I’m going to aim for making 26,” he said. “If you don’t have those goals, it’s hard to focus on improvement. And to get better, you focus on the fundamentals.”

It’s the same message delivered by Fred McCall and Bones McKinney in Carter Gym 59 years earlier, and it’s the reason there will always be a need for Campbell Basketball School, according to Watkins.

“Campbell will always be known for it,” she said. “I can be in California, wearing a Campbell shirt in an elevator, and someone will see it and tell me about their son or daughter who attended our camps.

“It still happens. It will always happen.”

THE OLDEST SCHOOLS

Snow Valley Basketball School in Santa Barbara, California, promotes itself each year as the longest-running basketball school in the country. It’s not the only one. Snow Valley, however, launched a full five years after the school at Campbell. The nation’s oldest hoops camps include:

- Campbell Basketball School: 1956
- Taylor University Basketball Camp (Ind.): 1957
- Connecticut Basketball School: 1960
- Red Auerbach Basketball School (R.I.): 1960
- Snow Valley Basketball School (Calif.): 1961
- Coach Wootten’s Basketball Camp (Neb.): 1961
- Hoop Group Skills Camp (N.J.): 1963
- Five Star Basketball Camp: 1966