



Velvet S. McNeil / The Detroit News

Dave Guinane, owner of Basketball Workshop, works on improving the shooting skills of Jimmy Dorda, 17 on the court in Utica.

Local spotlight

Coach franchises hoops dream

Neal Haldane / Special to The Detroit News

UTICA -- Coach Dave has spent the last nine years training boys and girls attending his Basketball Workshop clinics to develop the perfect jump shot, move without the ball and play in the post.

Now Dave Guinane is putting the ball in other people's courts by offering Basketball Workshop franchises to coaches and players interested in helping the next generation of hoopsters.

"Everyone can learn to read and write and everyone can learn how to play basketball," said Guinane, a former Wayne State basketball player and high school basketball coach.

Those on-court experiences showed Guinane that coaches spend most of their time teaching players how to function as a team leaving little time to work with individuals on their skills. And since Coach Dave can't be everywhere, he figured the best solution would be to offer franchises.

"My goal was to put 100 out there in three years, 10 in first year," he said.

For \$5,000, franchisees receive training and support materials for their own Basketball Workshop program. A monthly fee of \$375 keeps the Web site operational, covers insurance and provides support materials.

Paul Tripp became one of the first to sign a franchise agreement. He'll cover portions of Oakland, Wayne, Washtenaw and Livingston counties. Tripp, who has been working with Guinane for four years, said the program offers on-the-spot improvements.

"The training method allows trainers and players to achieve immediate results in the first hour I see them," Tripp said.

About 32 million Americans played basketball in 2005, according to the Sporting Goods Manufacturers Association. Basketball remains the most popular team sport in this country, said Mike May, SGMA spokesman.

Neal Haldane is a Metro Detroit freelance writer.

The Basketball Workshop

- **Services:** basketball skills training and improvement
 - **Headquarters:** Utica
 - **Offering:** franchises for \$5,000
 - **Recruiting:** coaches, former college and high school players
 - **Information:** www.basketballworkshop.com
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