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## Falls native spreads the word of sportsmanship at SFHS

### Gosse returns to alma mater with important message

by Jeff Pederson  
Sheboygan Falls News Editor

It has been 27 years since Bill Gosse roamed the halls as a sports-loving student at Sheboygan Falls High School.

After graduating from SFHS in 1980, Gosse has stayed heavily involved in sports as an athlete, coach, referee and now a sportsmanship advocate. His extensive travels in the sports world have brought him face-to-face with the increasing ugly state of athletic competition and sportsmanship in today's society.

On Monday, Aug. 27, Gosse returned to his high-school Alma Mater to discuss the importance of sportsmanship with incoming freshmen students and their parents, at the annual Sheboygan Falls High School Freshman-Orientation Program.

Gosse urged students to place a high value on each opportunity they have to represent SFHS during their high-school years.

"Participation in any school activity, whether it is sports, or band or forensics, is a privilege, not a right," Gosse told the audience. "When you are a member of any Sheboygan Falls High School team or club, you are part of something special.

"I ask each of you not to take that privilege for granted," he said. "As Herb Brooks said in the movie 'Miracle' the name on the front of the jersey, is more important than the name on the back."

Gosse was making his first appearance at SFHS as the founder and president of TeamScore Inc., a non-profit organization dedicated to teaching sportsmanship to parents, students, fans, officials and coaches, which recently entered its second year of existence.

Founded by Gosse in July 2006, TeamScore Inc. stands for Sports Creates Opportunities to Respect and Encourage (SCORE). The organization's motto is "When Sportsmanship Prevails, We all SCORE."

Four days before his appearance at SFHS, the 22-year veteran of the insurance field reflected on

the progress TeamScore Inc. has made over the past year.

"Overall, things went well in our first year," Gosse said. "It has been somewhat of a roller-coaster ride, and I probably didn't meet my initial expectations. However, the people that I have been able to reach with the TeamScore message have been very receptive and encouraging.

"It has been a thrill coming in contact with many people from the past," he said. "We are just beginning to expand our message. My belief is that this is just starting to take off."

Gosse, who resides in Greenleaf with his wife Debbie and five sons, has made many appearances on behalf of TeamScore Inc. over the past year, speaking to school groups, student-athletes, coaches, parents, referees, social organizations and civic groups.

"There has been quite a bit of variety in the presentations that I have done," Gosse said. "The majority of the appearances have been at schools where sportsmanship is of course a big issue, but I have also seen quite a bit of interest from social organizations and civic groups too.

"I even spoke at a dance studio last year, which was a little bit out of the ordinary," he said. "I try to match each presentation to the group I am speaking to. I have changed my approach a bit and learned many things along the way."

At the end of July, Gosse inked a deal to conduct a series of eight presentations at DePere High School.

"Having an agreement for a series of presentations is an ideal set-up," Gosse said. "It really allows me to really get into the issues with kids, parents and coaches, and hopefully get to a point where we can start to see some progress."

Gosse, who was a walk-on member of the NCAA Tournament-qualifying Marquette University men's basketball team between 1981-83, said he is beginning to speak to younger kids about sportsmanship.

"I am now working with the DePere Elementary Schools speaking to fourth-graders about sportsmanship on the playground," Gosse said. "In the lower grades is really when you start to see attitudes about sportsmanship, ethics and values develop in competition situations."

Gosse, who coached the SFHS freshman boys basketball team from 1985-88, said exposure from several media outlets has helped to spread the word about TeamScore to different parts of the state and other regions of the country.

"We have been featured a couple of times on Milwaukee and Green Bay TV stations, and from that initial exposure, a piece that was done by Fox 6 in Milwaukee was picked up by a TV station in Denver," Gosse said. "We have been featured on radio stations in the area, as well as one as far away as Sarasota, Florida.

"It is exciting to see the message spreading to new areas of the country," he said.

Although the original organizational structure of TeamScore has changed a bit over the past 14 months, Gosse says several new projects are in the works.

"I started out with two partners, who have since left the organization due to various time constraints," Gosse said. "We have a new board of directors, which met for the first time in May, as well as a new Advisory Board, which has grown over the past year.

"The projects that we have in development are pretty exciting," he said. "We have an interactive DVD in the works, along with a public-television special. I have also been writing a bi-weekly column on sportsmanship issues in the Green Bay Press-Gazette for the past three months."

The new TeamScore Inc. Board of Directors includes Michael Bina of Intellectual Marketing, Jody Kasten of Zion Wayside Lutheran School, Steve Kersten of Kersten Realty, Gary LaFave of Freedom House Ministries, Mike LeMay of Q90 FM Christian Hit Radio and Carl Wuornos of Right Management.

Looking ahead, Gosse is eager to see TeamScore spread its wings and fly to the next level.

"My ultimate goal is to do two to three presentations each week and a total of 120 appearances in a year," Gosse said. "If we are able to increase the number of appearances, I am hopeful that we can add a business manager to come on board to schedule appointments, attract sponsorships, help formulate partnerships and organize events on a daily basis."

With cases of poor sportsmanship continuing to escalate to alarming new levels, Gosse said the need for an organization like TeamScore remains high.

“Considering some of the things that have gone on recently at the local, state and national level, it appears that there is definitely a place for a sportsmanship organization like ours,” he said. “I did my own sportsmanship study again this year, and the number of people who said parents are the primary culprit of poor sportsmanship rose by six percent, compared to the same study we did in 2006.”

Gosse, who earned a total of nine athletic letters in football, basketball, baseball and golf at SFHS, said it is likely to take time before the impact of sportsmanship education can be positively measured.

“As time goes on, I hope to do follow-up meetings with schools and organizations, and see what kind of progress has been made,” Gosse said. “What has concerned me the most is the realization that kids today don’t enjoy the ride home after games, because they fear that their parents will belittle and criticize them about their performance on the athletic field.

“The progress in altering the overall outlook on sportsmanship has been slow, but that has not bothered me one bit,” he said. “I will continue to do the best I can to make a difference.”

For more information on TeamScore, contact Bill Gosse by phone at 920-864-2678, via e-mail at [bgosse@teamscoreinc.com](mailto:bgosse@teamscoreinc.com) or by visiting the Web site [www.teamscoreinc.com](http://www.teamscoreinc.com).