

Coaching ‘itch’ takes Tuma back to Roanoke

By Mike Rosenbaum
Correspondent

To get an idea of the type of lacrosse player Lahser grad Justin Tuma was, go on YouTube and search for “Justin Tuma coast to coast.” You’ll see a clip of a 2010 NCAA Tournament game in which Tuma wins a faceoff and sets up a goal for his Roanoke College squad, then later takes a pass deep in the opponent’s territory and scores himself.

But the real highlight comes in the middle, when Tuma scoops up a loose ball deep in his own zone, runs about 45 yards down the left side, through several defenders, then darts into the middle of the zone and fires a shot into the net.

As a player, Tuma did at least a little bit of almost everything for Roanoke, short of grabbing a long stick or putting on a goalie mask. That versatility will no doubt serve him well in his new profession, because Tuma has returned to Roanoke as an assistant coach.

“I wanted to stay involved with lacrosse and coaching was the best avenue to do that,” said Tuma, who graduated from Roanoke in 2011. He said he “got the itch” to coach during summer vacations from college, when he worked at Clarkston High School coach Brian Kaminskas’ lacrosse camps. Tuma then did some coaching during a year he spent in England, attending graduate school and playing lacrosse at Durham University. As part of the arrangement under which he received a scholarship, Tuma coached some local club players.

After earning a master’s degree from Durham, Tuma was an assistant coach at Randolph-Macon College in Virginia last season. The transition from player to coach was “definitely tough,” Tuma said. “You go through practice and see stuff that you might’ve been able to do and instead of you just being able to go out and do it, now you’ve got to coach someone to do it.”

Nevertheless, Tuma added that he “can get just as pumped up standing on the sidelines coaching as I did when I was playing.”

As a young teenager, however, Tuma was most pumped up about hockey. He skated for travel teams and hoped to play hockey in college, but eventually discovered that lacrosse

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JUSTIN TUMA
Lahser grad now coaching Roanoke men’s lacrosse



Yahoos hurler Mark ‘Doc’ Schuster pitches underhand, per 1860s rules.

HEY ‘CRANKS,’ LET’S CHEER ON THOSE WAHOOS

By Mike Rosenbaum
Correspondent

If you attend a Royal Oak Wahoos game, you won’t see crazy, new-fangled baseball travesties such as aluminum bats or designated hitters. Or wacky innovations like overhand pitching. And, it goes without saying, forget about watching wimpy fielders who insist on catching the ball with leather gloves.

The Wahoos are a vintage base ball (yes, that’s two words) team which has played the game “the way it was meant to be played” since 2004, according to its website on another of those 21st century oddities, the Internet.

The team was founded after a pastor named John Miller moved to Royal Oak from the Old West (well, western Michigan). “Preacher” Miller played vintage base ball previously and put the word out that he wanted to start a local team. Miller and his new teammates wanted to name their squad after some local 19th century team, but Royal Oak didn’t have one in the 1800s, so the new group took the name Wahoos from a team that once played in Dexter.

The Wahoos typically play according to 1860s rules. The bases, known then as “sacks,” are still 90 feet apart, but games are played on all-grass fields; the Wahoos play home games in a grassy corner of Starr-Jaycee Park. Pitchers throw underhand, balls and strikes aren’t called and players use balls and bats modeled after the 1860s versions.

But don’t get the idea that the vintage base ball games are old-timers’ contests exclusively. Manager Terry Utley says the Wahoos have players ages 17-60, although the team has more older than



Don ‘Stonehands’ Gavin on deck and awaiting his turn at bat.

BECOME A WAHOO

If old-time base ball sounds intriguing, you can take a trip to the dish yourself and try to strike the ball well – in other words, the Wahoos are still looking for extra players. If you’re interested, call Manager Terry Utley at 248-361-6729, or send an email to wahoo-baseball2004@yahoo.com.

younger players
“A lot of the guys used to play softball,” Utley said, “but they’re just a little old for the hyper competition that some softball is. This is just more appealing because it’s still baseball, but it’s more

fun, it’s more laughing, it’s more joking. But it’s still baseball. We still like to win and we still play baseball like it’s a game. But it’s not about stats.”

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Cycling for charity

Cycling and charity.

Those are the two main themes of the third annual Birmingham Bike Festival set for Sunday, Aug. 25, in downtown Birmingham. It’s scheduled for 8 a.m. to 5 p.m.

This year, the festival will feature the Michigan State Criterium Championship for men. The championship is a two-year racing commitment granted to cities exhibiting a strong dedication to promoting cycling.

Race founder and director Jeffrey Surnow is thrilled that the Birmingham Bike Festival gets to play host.

“Not only does being awarded host speak to the level of professionalism our event has achieved with the first two festivals, but it’s going to attract a lot of riders,” Surnow said.

Event proceeds will be divided among the Make-A-Wish Foundation, Tour deCure for the American Diabetes Association, cerebral palsy research at U-M Mott Children’s Hospital, MIU Men’s Health Foundation and the Wolverine Sports Club.

The festival’s 2013 race schedule will accommodate cyclists of all ages and skill levels: juniors, women, professionals and amateurs. Award money awaits the top three finishers of most categories. A free kids race will feature medals for all children.

Live music will fill Shain Park from 11 a.m. to 4 p.m. Spectators in Shain Park can also visit community and charity exhibitors promoting the city’s attractions and ways to get involved with their organizations. Local merchants will sell food, beverages, art, apparel and other bike-related items. Ride your bike to the event and safely park it at the bike valet while you explore.

The Birmingham Bike Festival is currently seeking sponsors for all levels, so check back at <http://www.birminghambikefestival.org> to get involved or contact Nina Tocco at event-coordinator@birminghambikefestival.org.

Run for charity

The Bloomfield Hills cross country team will conduct its inaugural 5K Run/Walk to raise money for the Lupus Foundation and Beaumont Student Heart Screening program.

The event, held in memory of former Andover student Peter Catcho and Bloomfield Hills Lahser mother Susan Redman, is scheduled for 8 a.m. Aug. 11 at Bloomfield Hills Middle School.

Early registration is now under way and will continue until July 10. Participation fees for early registration are \$15 (students under 18), \$20 (adults) and \$60 (five-person high school teams). Fees increase following the early deadline.

Any questions may be directed to race coordinator Beth Sinclair at tbsinclair21@gmail.com.

Hard work pays off in a big way for Dietz Trott marketing

By Marty Budner
Staff Writer

Mike Dietz paid close attention to Mike and Marian Ilitch back in the ‘90s, when he worked as a marketing director for the Detroit Tigers, Detroit Red Wings and other parts of the Ilitch business empire. The advice and knowledge he gained during that time certainly has proved invaluable.

Since leaving Ilitch Holdings in 2003, Dietz, along with partner Dave Trott, has built a reputable marketing firm called Dietz Trott Sports & Entertainment

Management. The company is celebrating its 10th anniversary this year and Dietz feels very fortunate to have helped spawn such an enterprising business.

“I like the saying ‘The harder you work the luckier you get,’” said Dietz, the company president. “We all work a lot of hours and a lot of days at Dietz Trott, but everyone that works here loves what we do and we all really enjoy watching our clients grow their business.”

“Mrs. Ilitch used to say, ‘Work hard, use common sense and

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David Trott (left) and Michael Dietz, partners at Dietz Trott Sports & Entertainment Management, hang out at Super Bowl XXXVIII.



The Royal Oak Wahoos are a vintage base ball team which was founded after a pastor named John Miller moved to the area from western Michigan.

WAHOOS

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“Sawdust” Utley – a carpenter, obviously – adds that part of the fun involves bringing family into the game. His son David “Splinter” Stein, 19, plays for the team. Veteran Wahoo Tim “The Hammer” Hauer also brought in his son Collin “Mallet” Hauer.

Utley, who joined the team in 2007, also appreciates the friendly atmosphere that vintage base ball inspires.

“Most games that we play on our field, it’s not all about the competition, or the wins and losses,” Utley said. “It’s more about camaraderie and having fun. It’s more of a family environment. It’s more interactive than a modern baseball game. So it’s a different experience than the modern game.

“If you go back to the 1860s, the whole town would shut down on Sunday and everybody in town would be at the matches. ... Say it was Mount Clemens playing Port Huron. They would have to come in on a



Tim ‘The Hammer’ Hauer shows his stuff as he catches the ball barehanded.

train. And then after the match, they would have a big barbecue, a big shindig like that. And we try to recreate that tradition by hosting a meal after every match. We invite the other team to come out and break bread with us, if you will. I just like the whole casual family atmosphere of the game, where it’s inclusive of the crowd and everybody that’s at the match, instead of exclusive, where there’s people viewing, but they’re really not part of the game.”

In addition to wearing period uniforms, key differences you’ll notice in vintage base ball in-

clude the catcher, known as the “behind,” crouching about six to eight feet in back of the hitter. The game somewhat resembles casual slow-pitch softball, as pitchers lob underhand tosses until the hitter gets a pitch he likes.

“In the 1860s era,” Utley said, “the pitcher was obligated to deliver a hittable pitch. At that time, the game was more about having everybody play the game than about the pitcher winning the games. So they wanted the ball to be in play because it was more exciting for everyone involved in the game and

everybody watching the game.”

The vintage ball is a bit softer than a modern hardball, especially after a few innings of play, but it still stings the hands of the glove-less fielders.

Utley notes that “the balls in the early innings have a lot of stiffness. It still comes at you with a speed that hurts your hands. A lot of guys will get broken fingers throughout the season from playing on the infield. You’ll notice guys with taped fingers” to protect their hands, particularly from line drives. “Out in the outfield, there are some high fly balls that are a little scary coming down at you.”

Outfielders have it a bit easier in games that use the 1860 “bound” rule, in which any ball caught on one bounce counts as an out.

Much of the vintage base ball terminology is different as well, with runs called “aces” or “tallies” and the ball referred to as the “pill” or “onion.” When fans – called “cranks” – of vintage base ball are excited, they give the players a big “huzzah!”

TUMA

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gave him his best opportunity to play sports after high school.

He played for Lahser’s golf team and was a three-year starter for the Bloomfield Unified lacrosse squad, scoring 43 goals and captaining the team in his senior year. He was a three-time All-American at Roanoke, scoring 67 goals among 141 points in four seasons. But Tuma says his college highlight was helping to lead the Maroons to the Division III Final Four as a senior, a year in which a rebuilding Roanoke squad wasn’t supposed to perform that well.

Tuma began as more of an offensive-oriented midfielder, focused on defense as a sophomore, then evolved into a dual threat during his final two years, combining offensive and defensive responsibilities while taking most of Roanoke’s faceoffs.

“A lot of the game now is so specific,” he said. “You have your faceoff guys, you have your offensive midfielders. But ... I was able to do all of ’em and that kind of fit in the system that we ran. I

was able to play defense and transition the ball to offense and stay on the field, which you don’t really see much anymore.”

Now Tuma teaches the various skills he learned on the field.

At Randolph-Macon last season, Tuma worked mainly on defensive skills and faceoffs. At Roanoke, he’s more involved with offensive players, particularly midfielders, and also works on face-off technique.

Whether he’s involved with offense or defense, Tuma likes to take a hands-on approach to coaching, since he still has the skills to demonstrate lacrosse techniques himself.

“Some kids you can just tell ’em what they need to be doing and other kids you can show them,” he said. “And thankfully I’m young enough, if a kid’s having trouble with his shot (for example), I can show him the proper form.”

While Tuma’s long-term plans aren’t written in stone, “as of now, coaching is what I want to do,” he said. “I definitely am enjoying where I’m at right now. I can see myself being a head coach someday. Hopefully, not too long from now.”



Justin Tuma (19) was a three-year starter for the Bloomfield Unified lacrosse squad and a three-time All-American at Roanoke College in Virginia.

DIETZ TROTT

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take a risk’ and I really think we have followed that advice,” he added. “And having a partner like Dave Trott has been very fortunate. Dave has built different businesses before and has great advice for us all the time.”

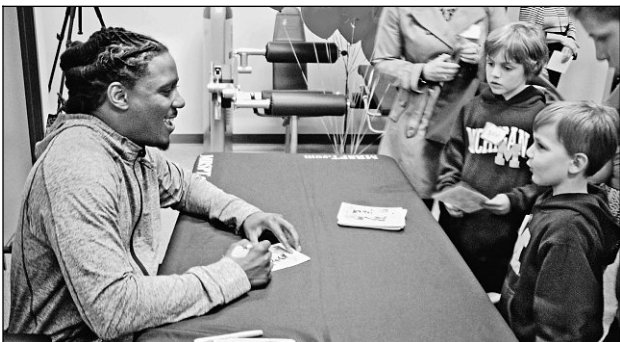
The company is involved in a wide variety of networks, from event marketing to securing endorsement deals for athletes to selling sponsorships for properties to consulting work. Dietz Trott, which recently expanded into Cleveland, currently is working on agent representation, having recently struck a deal with WXYZ-TV (Channel 7) sports reporter Brad Galli.

“The business is not exactly what Dave Trott and I wrote down in our business plan, but it is close,” said Dietz, who played both high school (Brother Rice) and college (Western Michigan) basketball. “Our expansion to Cleveland and the hiring of Rick Chryst to run that office has been great.

“We are proud to work with outstanding athletes, coaches and celebrities,” he added. “We are in the game with local athletes, entertainers and celebrities and love connecting them to corporate clients to form mutually beneficial relationships.”

Three clients who have recently used the Dietz Trott firm include former professional basketball player and Detroit-area native Tim McCormick, Detroit Tigers skipper Jim Leyland and former U-M quarterback Denard Robinson.

McCormick, who graduated from Clarkston High School, went to the University of Michigan and later spent 10 years in the NBA, recently led a motivational presentation at the Trott Financial



Former University of Michigan football star Denard Robinson signs autographs for kids at the Rehabilitation Institute of Michigan’s Rochester clinic grand opening, arranged by Dietz Trott.

CLIENTS FROM A TO Z

From A to Z, Dietz Trott has worked with a wide range of clients in its 10 years as a marketing firm, including: Rod Allen; Ron Bellamy; Dave Bergman; Quintin Berry; Jahvid Best; Bill Bonds; Gary Brackett; Gates Brown; Pat Caputo; Jimmy Carson; Chris Chelios; Dan Cleary; Derrick Coleman; Ken Daniels; Kevin Dietz; Andy Dirks; Tico Duckett; Darrell Evans; Allison Fouch; Fox Sports Detroit Girls; Bill Freehan; Brad Galli; Ben Gordon; Curtis Granderson; James Hall; Mike Hart; Darien Hatcher; Chris Hansen; Bobby Higginson; Eric Hipple; Tomas Holmstrom; Willie Horton; Lindsey Hunter; Tom Izzo; Kevin Jones; Al Kaline; John Keating; Toby Keith; Greg Kelsner; Brandon Knight; Greg Landry; Manny Legace; Jim Leyland; Ted Lindsey; Mickey Lolich; Paige Mackenzie; Rick Mahorn; John Mason; Bobby McAlister; Darren McCarty; Tim McCormick; Jim Miller; Larry Murphy; Eddie Murray; John Navarre; Dan Orlovsky; Dan Petry; Fred Pletch; Jim Price; Mickey Redmond; Brian Rafalski; Denard Robinson; Dave Rozema; Rex Ryan; Tom Smallwood; Mike Smith; Rik Smits; Drew Stanton; Milt Wilcox; Bobby Williams; Joel Zumaya.

Center for Michigan Mutual’s corporate rally. The two-session event was attended by more than 400 employees, in addition to students from four different high schools in Southfield.

McCormick provided winning strategies from his 30 years as a professional athlete, broadcaster and consultant. His program for business-world success focuses on the secrets which premier pro athletes use to reach their highest goals and achieve career excellence. His message is “Never Be Average” – giving a new meaning to the NBA moniker, which is also the title of his new book.

With the aid of Dietz Trott, Leyland was the keynote speaker at the recent YMCA of the Blue Water Area’s Night of Champions Event. The longtime Tigers manager helped raise more than

\$77,000 for the YMCA of the Blue Water Area via a live auction, which included the selling of baseball jerseys.

Finally, Robinson attended the grand opening celebration of the Rehabilitation Institute of Michigan’s new clinics in Northville and Rochester. The NCAA’s all-time leading rusher among quarterbacks – nicknamed “Shoelace” – appeared at both locations. Each event attracted more than 400 people.

“It has been a great 10 years and we are excited for the next 10 years,” Dietz said.

“We have been fortunate to have very loyal clients that have been with us from the beginning. This has allowed us to go out and get some very talented people to work with us, which in return has helped us grow our business each and every year.”

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