

**Date : 5/22/2023 7:22:20 AM**

**From : "Administrator, District\_"**

**To : "Jack Heinemann" , "Ted Frey" , "Joan Ensign" , "Dawn Heinrichs" , "Judith Engebretson" , "Mark Hetzel" , "Dawn Heinrichs" , "Katie Dotzler"**

**Cc : "Randy Guttenberg"**

**Subject : Fwd: Waunakee Boys Basketball Program**

**Attachment :**

**image001.png;image002.png;image003.png;image004.png;image005.png;**

**Waunakee Community School District  
District Administrator's Office**

*Randy Guttenberg,*  
District Administrator

*Rebecca McDonough*  
District Administrator's Administrative Assistant

905 Bethel Circle  
Waunakee, WI 53597  
608-849-2000

----- Forwarded message -----

From: **Brad Niebuhr <[Brad.Niebuhr@m3ins.com](mailto:Brad.Niebuhr@m3ins.com)>**

Date: Sun, May 21, 2023 at 8:08 PM

Subject: Waunakee Boys Basketball Program

To: Administrator, District\_ <[district\\_administrator@waunakee.k12.wi.us](mailto:district_administrator@waunakee.k12.wi.us)>

Good evening Ms. McDonough.

My name is Brad Niebuhr and I have lived in the Waunakee School District since 2009. I grew up on the Northside of Madison near Warner Park. I went to Madison East High School, just like my grandmother and my father. Very proud to say that my senior year, we were able to make Division 1 State Tournament in Basketball. After East, I went on to UW-Madison and after graduating, I moved back to the Northside of Madison.

Once we had our daughter in 2008, my wife and I went back and forth on her being a fourth generation Purgolder or should we move to Waunakee. After many

months, we moved to Waunakee and not just for the School District, but the community and youth programs as well. The youth programs, that Coaches in Waunakee put on from elementary school on up are second to none. Coach Rice, Coach Zadra, Coach MacKenzie and other Coaches of various sports, have put together feeder programs that you can't put a price on. And the amount of hours that these coaches put in for pennies should be thanked by our entire community.

While at UW Madison, I was asked to come back and coach the Boy's Sophomore/JV basketball team. I know that it was one of the best learning experiences of my life, but also trying due to parents of some of the boys on the basketball team that weren't happy with playing time.....weren't getting enough shots.....etc. To this day, I still shake my head as to how a high school coach, in any sport, is able to make it year in and year out where you are always going to have a handful of young men and women that are not going to be happy with their playing time. When you have a few parents "leading their children" to complete a negative survey or say punitive comments about a coach, I think we, as a community, need to look at everything that goes into a program (from the feeder programs in elementary school, the summer leagues.....etc.).

My head coach at Madison East was Rich Cleveland. Every year, he had parents trying to get him removed and he coached for 23 years. Towards the end of the 23 years, Madison East did the right thing. Not only did the continue to renew his contract year after year, they named the Basketball Court at Madison East after Coach Cleveland.

After 20 years for Coach MacKenzie, we shouldn't be asking if we should renew his annual contract, we should be thanking him and thinking about naming the Waunakee Basketball Court in honor of him. He has built a Program that is not just the envy of South Central Wisconsin, but the entire State of Wisconsin!

Thank you for listening and on behalf of my family, I thank you and everyone working for the District of Waunakee as it is a great place to raise a family.

Again, thank you.

**Brad Niebuhr**

Director of Employee Benefits - South Central Wisconsin | Partner



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