



UCLA MEN'S BASKETBALL OFFICE
DEPARTMENT OF INTERCOLLEGIATE ATHLETICS

September 14, 2015

To Whom It May Concern,

Kevin Singleton recently spoke to our players at UCLA and was a tremendous hit. He connected with each player, gave relevant and helpful teaching, and presented his message in a way that was fun, applicable and significant to their development on and off the court. As a coach, I was so thankful that Kevin chose to share with our athletes because he gave them what they really needed for lasting success in a manner that they enthusiastically received.

In a matter of minutes, Kevin's personality put a smile on our guy's faces and also pulled them to the edge of their seats. His vast experiences in basketball and life made him uniquely interesting to our staff and team. With the theme of "practice makes permanent" Kevin drove home the point that investing significant time isn't enough, but investing time and energy into practicing things well and with diligent purpose is. Our guys now understand that only perfect practice makes perfect.

I'm confident that the plan and message that Kevin shared with us will help our team to improve on the court. And, more importantly, I believe that our player's life-skills were greatly impacted as well. I would whole-heartedly recommend Kevin Singleton to work with an individual athlete, a team or corporation. If a person or group can procure Kevin to help them, they will forever be positively impacted...I know that the players and coaches at UCLA Men's Basketball program who heard Kevin certainly were.

Sincerely yours,

Ed Schilling

Assistant Men's Basketball Coach