

What defines Crew Excellence?

Al Granado

- On-Field Performance
 - Attitude
 - Understated Confidence
 - Focus, anticipate, evaluate, react, sell
 - Position, position, position
 - Be in the right place looking at the right thing
 - Hustle, but never hurry to the right place
 - Teamwork
 - We are only as good as each other
 - Trust each other to cover assigned areas
 - Help when needed to avert major mistakes
 - Work together as a unit/team
 - Quality Calls / Quality No Calls
 - Advantage / Disadvantage- Be consistent!
 - Be great *Dead Ball* officials
 - Nothing unobserved
 - Engage players
 - Make your presence known

- Managing the perception of performance
 - Be aware that you are always being observed
 - No pre-game contacts that could be misinterpreted
 - Between downs and during breaks, presence and position
 - Be decisive/methodical when reporting and enforcing penalties
 - Get the enforcement correct (yardage and position)
 - No long crew discussions or group meetings
 - Avoid the appearance of confusion or indecisiveness
 - Good ball mechanics
 - Get the correct ball in after finishing the prior play
 - Clear and concise communications
 - With Coaches
 - With each other (signals/verbal)

Conclusion: "The officials did what was necessary for the game to be played safely and by the rules. Nothing the officials did had a negative effect on the outcome of the game. The calls were there. They were called fairly and consistently. And finally, the game was decided by the *players* on the field."

"ALL FOR ONE AND ONE FOR ALL"