

Coach Ford: Well, if they we want it to be as good as it can be, if they want us to maximize our potential here, then home court advantage is something that we must do. If us being just a middle of the pack Missouri Valley Team is what people envision, then I would say, watch us on the computer. But if you want to be top dog, then you got to come out in support. You got to do your part. That's the first thing. And then for us, again we've got to put out a good quality product that's entertaining to see. Not only that. Our players, including myself, my staff, we have to go out in community and engage in things that they like to do too. That's one of the reasons why we don't say no, no matter what the request is, someone on our staff's going to do it. I just think it's just a give a little take a little. It's almost like a marriage. They've got to give a little, we've got to take a little and it's got to be on both sides. But if you want to be top dog, if you want to be a consistent player at this level, you have got to come to the games. It's not going to happen unless people come to the games. And when they do come, we've got to be able to capture them from an entertainment standpoint, from a product standpoint, and we got to keep that relationship going. It's more than just results on the court, but fans don't want to come support programs where kids are getting in trouble left and right, or if they run into a player in the mall and he's being rude, and they know who it is. Or, they don't want to be coming to support a coach who berates players or just negative. So, there's a lot of different ingredients to mix in. But the first thing is someone's got to take the first step. Obviously, we're going to do our part in that, but it'd be great to get the fans to take that step too with those season tickets and come at the games and see if they like it. Our product is a copycat product off of other successful programs. So, I'm not sure why they wouldn't like it. But again, that'll be on us to kind of help. But it's a two-way street. Yeah, it's a two-way street.