



HLC is the Longest Running  
Boys & Girls AAU Basketball  
Program in Wisconsin!

---

## HLC COACHES PROFILE:

**COACH:** SCOTT HAYDEN      **TEAM:** CONSULTANT      **LOCATION:** EAU CLAIRE COUNTY

---

**CURRENT EMPLOYER:** Altoona School District

**POSITION:** Assistant Principal: Altoona School District

---

### COACHING BACKGROUND:

- 2007 – 2015: Athletic Director Altoona High School
  - 2008 – 2014: Youth Coach Eau Claire Youth Basketball Program
  - 1995 – 2007: Varsity Golf Coach Altoona High School
  - 2008 – 2014: Youth Baseball Coach Eau Claire, WI
  - 1996 – 2000: Varsity Girls Basketball Coach Altoona High School
  - 1991 – 1996: JV Boys Coach Altoona High School
  - 1989 – 1991: JV Boys Coach Medford High School
- 

### PLAYING EXPERIENCE:

- 1980 – 1983: Altoona High School
- 

### I WANT TO COACH BECAUSE:

"My son was a basketball player and wanted to play AAU basketball to increase his chances of playing at the collegiate level. He played with both of the local options here in our area of the state, and we had bad experiences with both organizations. We found HLC through one of my son's classmates, and traveled for one spring/summer to Fond Du Lac with he and another boy from River Falls who played in the program. I was very pleased with the purpose, mission, and goals of the HLC program and our experience that year, Myself and my son's classmates father, (who worked for Cheryl and HLC) suggested to Cheryl that we should start HLC teams here in our area. At the time, I happened to be the Athletic Director at Altoona High School, so I offered gym space and practice times to help start HLC program/teams here.

I believe HLC is everything an AAU Basketball program should be. The emphasis is on helping the players get better and to help them advance to the next level, not on assembling the best players and winning games and tournaments. I continue in my role with HLC because I truly believe this is the best AAU option for basketball players in Northwest Wisconsin."