



**Coach Norm Deiters – Athletic Coaching Inductee
Football, Basketball, Baseball, Track and Field, and Golf Coach**

Coach Deiters, described by former players as not only a coach, but a teacher, a mentor, and a disciplinarian, teams led by Coach Deiters were certain to be fundamentally sound, as no matter the sport, or the level of athlete that he was working with, Coach Deiters made it a point that all of his teams focused on the basic fundamentals of the game. While Coach Deiters did not expect any of his athletes to know everything, Coach Deiters ensured that his players were sound in all aspects of the sports that he coached. A former player described Coach Deiters' programs as having "two speeds," as players were either stopped or going full speed. He cared deeply about his players, and he wanted the best for his teams, so he expected the best out of everyone that he coached. At the midway point of the 1954 football season, Media Hall of Fame Muskegon Chronicle Sportswriter, Joe Eyler, wrote, "The Board may have made one of its most important contributions to its school's life," referring to the purchase of equipment to start the sport, and to Coach Deiters and his commitment to start 11 man football from "scratch" in Holton during the sport's first season in the fall of 1954.

Coach Deiters took teams like the 1954 men's football team, who had little playing experience, and turned them into a winning team. Muskegon Chronicle Sportswriter, Joe Eyler, wrote that the success of Coach Deiters and the 1954 football team was a "great accomplishment, considering only three players had any experience; two who had played junior high at Muskegon, and one who saw reserve action at Fremont as a freshman." A former player shared that "not one in 1000 could have brought that bunch around like he did," and another former player shared that, "Coach taught us the game, he taught us to be disciplined, and he took a bunch of farmers and made us winners." During that season, the football team ended the year with a 5-1 record, 4 shutout victories, and 104 points scored, while only allowing 20 points against.

Described by Holton Hall of Fame inductee, Coach Ed Bailey, as an "outstanding basketball coach, and one who knew the game of basketball better than most," Coach Deiters was known not to back down from a challenge in working to make his teams better. Coach Deiters had a passion for wanting his players to succeed. His teams were fiery, they could play any game, and any style, as Coach Deiters could make adjustments better than anyone, according to former players. Teams led by Coach Deiters ran the fast break offense, and often, better than most. In fact, in a scrimmage with North Muskegon, a team expected to dominate Coach Deiters and his team, Holton jumped out to an early 18-0 lead largely due in part to the team's ability to run the fast break. On the next possession, Holton broke down the court on a fast break and scored, much to the dissatisfaction of the North Muskegon coach, who then pulled his team from the court, ending the scrimmage. Coach Deiters did not back down from competition. In both 1955 and 1956, Coach Deiters and his basketball teams had won district championships, with the 1956 team finishing the year with a record of 18-3, which still stands as one of the best basketball seasons in school history.

Coach Deiters was also a very successful track and field coach, having had events like the 1956 track and field 400 yard relay team, along with others; qualify for the state championship track and field meet. Coach Deiters also coached baseball and golf while at Holton High School, making him a five sport coach throughout his time at Holton High School. Coach Deiters was also a teacher, as well as the principal at Holton High School from 1967 - 1971.

As an accomplished athlete himself, and a two time Mediterranean Theatre tennis champion while in the United States Armed Forces, Coach Deiters played twice at Wimbledon, while also having been an accomplished high school athlete from Sioux Center, Iowa. Coach Deiters made the Mediterranean Theatre all – star basketball team, competing against many all – American collegiate athletes, as well as National Basketball Association (NBA) players in that game. After graduation from high school, Coach Deiters was offered a scholarship to the University of Iowa to play basketball, while also being provided the opportunity to walk on the football team his freshman year. Also in his collegiate career, Coach Deiters played tennis for the Broncos at Western Michigan College.