



"Managing the Business of Sports"

Bonus Points

Published by Sports Management Associates, L.C.

6740 Antioch, Suite 250, Merriam, KS 66204

www.smasport.com

June 2009

From the President



As I mentioned in our last issue, we are celebrating our 15th year of operation. Ironically, we started this publication five years ago as we acknowledged our 10-year anniversary. It is hard to believe that five years have gone by so quickly and that we have been in business for 15 years. Thank you again to our customers and clients for your support and confidence. We look forward to continuing this tradition for many years.

We are really pleased to have finally completed our new website as noted below. This has been an ongoing effort for several years -- one with which, to be candid, we have struggled-- as it always seemed to take a back seat to issues with the other websites we manage. Anyway, I hope you enjoy it and that it will be beneficial in our efforts to communicate with you.

The year 2009 is certainly turning out to be a challenge for us, as it has for so many people. The economy clearly has an effect on how we operate our business and client operations. The addition of KC Sport Speed and integrating this new business line with all our operations has been a learning process. Due to this, we have found

ourselves spending more time than usual with planning initiatives -- both short-term and long-term - as we want to prepare for what lies ahead in the future. In fact, "planning" is turning out to be a theme this year. In addition to our personal efforts, the leadership groups for GABL, FCCJC and Enjoy the Game are all engaged in some form of long-range planning with which we are assisting. They all have different needs and are approaching it differently, but they all recognize the need for establishing a long-range plan in these uncertain times.

We are still excited about the remaining half of the year and beyond, and the positive impact we can have through our operations. We hope you have an enjoyable summer.

Rich Hunter

New SMA Website is Online

Sports Management Associates has completed the redesign of its website, smasport.com. The new design went online the first week of June, completing one of the company's major objectives for the first half of 2009.

"We are excited about getting the website into a more modern state that enhances our ability to communicate with customers," said Rich Hunter, SMA president and CEO. "We hope that everyone finds it functional and informative."



The new website has an improved appearance and additional information regarding the company and its associates and clients. A News page has been added to keep customers up to date on company activities. This page also contains an archive of the Bonus Points newsletters.

The page devoted to the company's merchandise and apparel business has been reorganized. It now includes a convenient drop-down menu to locate uniform catalog pages for a particular sport. Order forms are also posted.

Sports Management Associates, LC

Rich Hunter
President/CEO

Pam Broyles
Vice President

Brett Hunter
Managing Director
Sports Operations

Matt Cyphers
Managing Director
KC Sport Speed

Michelle Pond
Senior Associate

Pam Nicely
Administrative Coordinator

Devon Kirkpatrick
Merchandise Coordinator

Kathy Ellis
Marketing Coordinator

Mike Brinsko
Director, GABL Academy

John Dehan
Officials Coordinator

Jeff Briley
GABL Special
Programs Coordinator

Kirkpatrick has an Eye for Merchandising

Devon Kirkpatrick combines professional and personal experience in her position as merchandise coordinator for SMA's Sports Merchandise and Apparel business segment. Devon uses her sales background and familiarity with purchasing uniforms for her own sons' teams to help clients create a special look for their teams.



Devon coordinates the design and sale of uniforms and accessories for a variety of sports including basketball, baseball, softball, soccer, football, cheerleading, lacrosse, hockey and volleyball. She also offers spiritwear for the families and fans of teams, and shoes made by Kaepa.

The second year of the Kaepa Cheer Shoe Program is off to a very successful start. The first of this year's four orders doubled from last year. Kaepa volleyball shoes (in adult sizes) also are offered by SMA.

SMA manages the official team uniform programs for Great American Basketball League, Football and Cheerleading Club of Johnson County, and the Blue Valley Recreation Commission. Devon attends numerous coaches meetings each season to make coaches aware of the opportunity to purchase uniforms through these programs. Sales from the uniform programs financially support these organizations.

"My philosophy is you will play better if you look good," Devon said. "I love to see the teams out playing and take pride in knowing that I outfitted them."

Devon is a native of Wichita, Kansas, and studied at both Kansas State University and Wichita State University. She moved to the Kansas City area in 1984 and worked in sales for an HMO and a medical supplies business.

Devon and her husband, Jon, have two sons, Sam and Brian. She returned to the workforce as a preschool teacher and joined the SMA staff in July 2006. Devon is a past president of the Blue Valley Northwest Booster Club and enjoys walking, yoga and pilates.

SMA Mission

Our mission is to develop a team of professionals that strives to do good, meaningful work for clients and customers involved in the sports and recreation business segments, and is dedicated to the following Core Values of our company:

- We believe in the value of the business segments we serve.
- We work for and with people we respect.
- We encourage the highest standards of quality and professionalism by our associates and clients.
- We efficiently use resources while promoting an environment of respect, communication, teamwork and individual success.
- We understand and exceed our clients needs.
- We achieve personal and professional excellence.
- We work on projects that make a positive difference in people's lives.
- We strive to produce profitable business opportunities through creative and aggressive efforts.
- We have a passion for the purpose of our clients.

Remember SMA Sports for all your Uniforms and Sports Gear:

T-shirts
Team Uniforms for All Sports
Spiritwear
Officials Uniforms
Cheer Gear

Always 20% off Teamwork List Prices
Go to www.smasport.com
to view a catalog

or
call Devon at 913-236-8311x105

Additional 10% off with this Coupon

Client Notepad

Great American Basketball League (GABL) has added a program for Pre-Kindergarten children (Ages 3-5) and their parents. KidHoops is designed to teach children specific motor and interaction skills while encompassing the sport of basketball. Jeff Briley is the director of the program.



The GABL 8th Grade All-Star Classic continues to grow. Four games were played in early March on Center Court at the College Basketball Experience at the Sprint Center, including the inaugural girls game. Nearly 80 players participated in the games. Players receive a game jersey from the league and teams had one practice session before the games. More than 700 people came to watch the games and take advantage of the activities and exhibits offered at the CBE.

The 6th annual GABL Honors Program was held in late April at the Sylvester Powell Jr. Community Center in Mission, Kansas. The 35th Anniversary of the league was acknowledged with special video segments throughout the program. GABL recognized outgoing committee members, 2008-09 corporate partners and coaches of the 2008-09 team sportsmanship award winners. The 2nd annual GABL High School All-Star Team was presented. Peggy Richardson, who retired after 24 years of service to the Shawnee Mission School District, received special recognition for her service to the youth of

Johnson County. Jeff Briley, John Dehan and Chris Gaunce were inducted into the Court of Honor. Charles Shrewsbury, who has coached youth sports for 50 years, received the Marcus Priddy Award for coaching.



Shawnee Mission School District Superintendent Gene Johnson presented Rusty Newman, director of student services, athletics and facilities, with the "Making a Difference" Award.

The first Summer Hoopfest 3-on-3 Basketball Tournament is scheduled for June 24 at the CBE. The tournament is open to boys and girls in grades 4-8. GABL has held a Holiday Hoopfest at the CBE in December the past two years.

The **Football and Cheerleading Club of Johnson County (FCCJC)** added a 7-on-7 league to its spring football program. This is a passing program for 5th grade and above. A six-team 5th-6th grade division was formed this year. The club plans to offer the program in 5th-8th grade again next year.

Eight teams from the FCCJC Spring Flag Football League played games at the youth football field located at the Kansas City Chiefs Training Facility. The teams were from the league's 4th-5th grade division. The

Continued on Page 4



SMA Business Services

Sports Management Associates, L.C. (SMA) is a sports business company that provides programs, products and services to over 30,000 customers annually. Our principle areas of business are:

- **Sports Management and Consulting Services** for organizations, events, programs and facilities, which include:
 - ◇ Executive Leadership Services
 - ◇ Administrative Services
 - ◇ Communications and Marketing Services
 - ◇ Operational Services
- **Sports Performance and Training Services** for athletes of all ages are provided through SMA affiliate KC Sport Speed (KCSS), located in Lenexa, KS.
- **Sports Merchandise and Apparel Services** are provided for teams, organizations and individuals, and include embroidery services, screen printing and name brands.

Websites

SMA: www.smasport.com
 GABL: www.gabl.net
 FCCJC: www.fccjc.org
 KCSS: www.kcssportspeed.com
 NHSGCA: www.nhsgca.org
 ETG: www.enjoythegame.com

Notepad Continued

Chiefs offer this opportunity to area youth football leagues as part of the team's youth football outreach program. The first season for the youth-specific field was the fall of 2008. Games and practices took place seven days a week (excluding Chiefs home games) during the months of September and October. The field is also made available in the spring and summer for flag and instructional youth leagues. The Chiefs have offered FCCJC several playing dates for the 2009 tackle season.



Registrations for the 2009-10 cheerleading program have increased by 12 percent since last year. Registrations in the

Shawnee Mission West High School area are up nearly 25 percent.



FCCJC began a long range planning initiative in late January. A nine-person committee was formed with representatives from both the football and cheer programs. Bill Hampton, the club treasurer, is the committee chair and Rich Hunter and Pam Broyles are staff liaisons. The group has established four goal areas: organization, football program, cheer program and facilities. The committee has written new vision and mission statements, and guiding principles, and has developed strategic objectives for each goal area. The completed plan will be submitted to the Board of Directors for approval in late summer or early fall.

KC Sport Speed's FAST Program Delivers Results!!

Average improvements of a 12 week program for a football player:

	<u>Average Improvement</u>	<u>Best Individual Change</u>
10 Yard Sprint	.14 seconds faster	.54 seconds faster
40 Yard Sprint	.33 seconds faster	1.44 seconds faster
Shuttle Agility	.31 seconds faster	1.05 seconds faster
Vertical Jump	2 inches higher	6 inches higher
Med Ball Throw	4 feet farther	22 feet farther



Call today to get FASTER!!
913.438.5400
www.kcsportsspeed.com