



"Managing the Business of Sports"

# Bonus Points

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## From the President



Welcome to our spring edition of Bonus Points -- our chance to communicate information regarding our firm and clients. This year marked the beginning of our 17th year of operation, something we remain proud of and encouraged by as we reach the halfway point of 2011.

As we continue to strive toward full-filling our mission ever day, our prime focus for 2011 has been to continue our efforts started in the 4th quarter of 2010. We are concentrating on the core operations of GABL and FCCJC --

their new initiatives, some of which are outlined in this issue of Bonus Points, and their needs as a result of adopting new governing structures.

We also are continuing to refine our services to respond to the

needs of our clients and prospective new ones. In this time of economic challenges, our clients and others are becoming more interested in developing new revenue streams through innovative programs involving sponsorships, licensing partners, merchandise and private donations. We are working hard to refine our abilities and delivery systems to provide the services necessary to respond to these challenges.

Thank you for your continued support. Have a great summer!

*Rich Hunter*

## FCCJC and Overland Park Regional Partner on Concussion Management

The Football and Cheerleading Club of Johnson County (FCCJC) and Overland Park Regional Medical Center (OPRMC) are partnering on a voluntary concussion management program for participants in the FCCJC tackle football program in grades 5 through 8 and the cheer program in grades 6 through 8. The program will begin with the fall 2011 season.

OPRMC will provide baseline concussion tests from the ImPACT Testing Program at no cost; medical first aid kits to be distributed to fall football teams (tackle and flag) and cheer squads; additional medical/first aid supplies, to include athletic tape, ACE bandages and ice packs for distribution at the Heritage Park Complex as requested, and three (3) concussion/injury management seminars for coaches as part of the FCCJC Football Coaches Certification Program.

"We are excited to have OPRMC as our Official Partner in developing and administering the new FCCJC Concussion Management Program," said Mark Lambeth, chairman of the FCCJC Executive Board of Directors. "We appreciate their support in providing the baseline testing components of this important new program for our participants."

ImPACT is a sophisticated, research-based computer test developed to help clinicians evaluate an individual's recovery following a concussion. Testing will consist of logging into the ImPACT Testing website and taking a 20-30 minute individual evaluation consisting of verbal and

visual memory, processing speed and reaction time. Prior to the season beginning, each participant has the option of having a baseline test. When a concussion is suspected during the season, a follow-up test is administered to see if the results have changed from the baseline. This comparison helps clinicians to diagnose and manage the concussion.

To help FCCJC coaches evaluate injured participants, OPRMC will provide seminars to educate coaches on what to do if the coach suspects that an athlete has a concussion. This will become part of the club's football coaches certification program and will include mandatory attendance at the seminar sponsored by OPRMC. Included as OPRMC presenters at the seminars will be orthopedic and neurological specialists, who will provide information to coaches on what symptoms to look for in a concussion as well as any type of sprain or  
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### Sports Management Associates, LC

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GABL Academy  
Director of Instruction

## Dehan Assigns from Experience



John Dehan applies years of experience as an active official to assigning, training and evaluating officials in several sports. SMA clients Great American Basketball League (GABL), Football and Cheerleading Club of Johnson County (FCCJC), and North Suburban Youth Football League (NSYFL) benefit from his broad based experience.

John started his association with GABL in the mid-1970's as a player on one of the first teams in the league. When John stopped playing in GABL in 1983, he immediately turned his passion for the sport to officiating. After taking a break to attend college at Pittsburg State University, John returned to officiating in 1988. In addition, he held the rules/officials position on the board from 1991-1997 and scheduled officials during most of that time. Beginning in 2000, John returned as assistant officials' coordinator, and then became the officials' coordinator in 2003-04 and continues in that position today.

In June 2003, John established Call the Game and began assigning officials for basketball and umpires for slow pitch softball. Soon he added football, volleyball, lacrosse, fast pitch softball and baseball supporting a wide variety of sports officiating in the metro area. Dehan has a staff of nearly 600 officials and continues to recruit as well as develop new officials. He also has ongoing processes for training and evaluating officials to ensure continuing development of skills. SMA contracts Dehan to serve as the officials' coordinator for FCCJC and NSYFL.

John has experience officiating a wide variety of sports including basketball and football as well as umpiring baseball and softball. John is a member of the GABL Youth Sports Foundation Board of Directors and was inducted into the GABL Court of Honor in 2009.

John and his wife, Jennifer, started Hoops 4 Hope Kansas City along with Jennifer's sister, Kate Brunk, to raise money for the American Cancer Society. GABL is a partner in this endeavor. The partnership has donated nearly \$50,000 from basketball tournaments over the last four years.

### 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.

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## Staff Notes

SMA Marketing Coordinator **Kathy Ellis** left the staff in March for personal reasons. Kathy joined the staff in 2006. As marketing coordinator, she provided general administrative assistance for clients, promotion and marketing assistance, database maintenance, record-keeping and program registration, and corporate partner contracts administration. Kathy will be spending more time with family members. She will continue to support the Kansas State Wildcats and work on her golf game. We appreciate all of Kathy's good work over the last five years.

**Amanda Hanneman** joined the SMA staff in March. Amanda played basketball at the University of Missouri and was the team captain as a senior. She also was a member of the Student-Athlete Advisory Committee. She earned All-State honors at Blue Springs High School and was the team's leading scorer for three seasons. She was a volunteer assistant coach at Avila University this season and is a coach in the GABL Academy Elite Team Program.

## Client Notepad

Nearly, 80 teams participated in the **Football and Cheerleading Club of Johnson County's** Super Saturday and Mid-States Tournament of Champions presented by UMB. These events, which were held last November, drew teams from Kansas, Missouri, Nebraska and Iowa. Nine teams from Nebraska participated in the 2010 events. Teams in grades 2-8 competed.

**FCCJC** offered two football programs this past spring. The flag program for K-5th graders consisted of a 6-game season. The 7-on-7 program was open to 5th-8th graders and consisted of 8 games. All games were played at the Heritage Park Football Complex.

Registration for the 2011-12 **FCCJC** Cheerleading Program began last March. Nearly 700 participants are already enrolled. Squads cheer at football games in the fall. The Shawnee Mission and Olathe areas may also cheer for basketball during December-February. Additional events and camps to help cheerleaders condition and perfect their skills are offered throughout the year. For more information, go to [www.fccjc.org](http://www.fccjc.org).

The **GABL Youth Sports Foundation's** Sonic/GABL Golf Classic presented by UDP will be held Monday, June 20 at Swope Memorial Golf Course. The registration fee of \$75 per player includes 18 holes of golf with cart, lunch and dinner, and player gifts. The tournament raises money for the Foundation's Community Outreach Programs, including the scholarship program. Go to [www.gabl.net](http://www.gabl.net) or send an email to [mpond@gabl.net](mailto:mpond@gabl.net) for a registration brochure.

Tryouts were held in March for the **GABL Academy's** Elite Team Program. This program gives boys and girls in 5th-8th grade the opportunity to play basketball in a competitive environment with professional coaches from March-June.

Basketball Skill Instruction (BSI 101), another highly successful **GABL Academy** program, resumed in April. Rich Zvosec, former men's basketball coach at UMKC, is the director of the program. Instruction geared to developing individual skills is given to individuals or small groups.



## SMA Business Services

Sports Management Associates, L.C. (SMA) is a management and consulting firm that specializes in serving the sports and recreation business segments. We administer and manage programs and services that impact over 30,000 customers annually. We focus on five primary service areas:

- **Executive Leadership Services**, which includes strategic planning, providing direction to volunteer boards and committees and guiding implementation of policies.
- **Administrative Services**, which includes finance and budget, insurance, office services, membership and registration and meeting coordination.
- **Communications Services**, which includes corporate sponsors and advertising, fund-raising and development, publishing, public relations and promotions, media relations and website administration.
- **Operations**, which includes management of all operational aspects of programs, events and facilities.
- **Merchandise Services**, which provides management of a full range of merchandise services for organizations that include name brands, embroidery services and screen printing.

### Websites

SMA: [www.smasport.com](http://www.smasport.com)  
GABL: [www.gabl.net](http://www.gabl.net)  
FCCJC: [www.fccjc.org](http://www.fccjc.org)

## GABL Honors Program and 8th Grade All-Star Classic at the CBE



The 8th Annual Sonic/GABL Honors Program and the 16th Annual GABL 8th Grade All-Star Classic were both held March 6 at the College Basketball Experience (CBE). The CBE has hosted the all-star games

for four years, but was a new venue for the Honors Program. Over 600 people enjoyed the events and access to everything the CBE has to offer.

"The change of venue brought hundreds of attendees to the Honors Program and increased the visibility of both the event and the GABL Youth Sports Foundation," said Dan O'Dell, co-chair of the Community Outreach Program Committee.

The Foundation showed its appreciation to members of its corporate partner program: **Shawnee Mission Medical Center; Dick's Sporting Goods; US Bank; Briley Sonic Group; Unisource Document Products, and Select Photo-Graphics.**

The coaches, players and fans of the 2011 winter sportsmanship team winners also were recognized. Twelve of the 18 teams selected for this honor were represented at the program. Previously, the coaches and team members had received their individual awards.

The **GABL Court of Honor** was established in 2004 to recognize individuals who have distinguished themselves through service to GABL and have been a positive influence to the youth of our community. The 2011 class was the **Briley Family Sonic Group**. Briley Sonic has been a Champion Partner of the Foundation for seven years and sponsors the GABL Scholarship Program, the GABL Golf Classic and the GABL Honors Program.

## Concussion Program Continued

bone injury.

Although it is the coach's responsibility to evaluate participants who are injured at practices, during game days it will be the emergency medical staff retained by the club that will evaluate and recommend to parents treatment options. If the injured participant has had a baseline test, it will be suggested that they be taken to OPRMC to have a secondary test administered and be diagnosed by a neurologist. An FCCJC incident report will be filed and all participants must have a release from a Medical Doctor (MD) before returning to practice or game competition.

"The establishment of this program coincides with one of the club's long-range goals of improving its health and safety practices for the overall protection of the participants," Lambeth said. "We are hopeful that this program will provide guidance and direction to coaches, participants and parents in dealing with the important issue of concussions sustained by young athletes."

Shawnee Mission Northwest boys basketball coach **Ben Meseke** received the **Marcus Priddy Award**. This award recognizes a current coach (youth, high school or college) who is making a positive difference in the lives of his or her players. Meseke has been a head boys basketball coach for 34 years, including 13 years at Shawnee Mission Northwest.

**Patti Phillips** was the 2011 recipient of the **GABL "Making a Difference" Award**, which is given to an individual who has made a positive difference in the lives of youth, serves the community in a positive manner and promotes the values of athletic participation. The executive director of the Women's Intersport Network for Kansas City (WIN for KC) from 1999 to 2010, Phillips helped create opportunities for girls and women to celebrate, participate in and observe role models in sports and fitness activities.



Each year, players from each 8th grade team are selected by teammates and coaches to represent their team in the All-Star Classic. This year, more than 60 individuals participated in three games, four boys teams and two girls teams. Spectators enjoyed the games and the activities available at the CBE.

