



"Managing the Business of Sports"

Bonus Points

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From the President



As we embark on the last quarter of 2010, clearly we have gone through a lot of change this year. The two primary operations we manage---GABL Youth Sports Foundation and the Football and Cheer-leading Club of Johnson County---are still in the transition stage of operating under new structures. Getting comfortable with a new way of operating has been a challenge for both ... and for us.

Corporately, we also have experienced considerable change with the closing of KC Sport Speed in the third quarter (see related story on page 3), and, after eight years of operation, the National High School Golf Coaches Association is closing its doors (see Client Notepad). Despite these changes, we have just renewed our office lease for another four years, and are examining ways to improve the space to better serve our clients and their customers.

With change, however, comes opportunity. We look forward over the remainder of the year to concentrating on the growth and impact of the current operations of the GABL and FCCJC organizations and the planning of their new programs that will be initiated in 2011 and beyond. Both groups have a large potential upside to impact young people positively in Kansas City, and that is still one of our core values — "to work on projects that make a positive difference in people's lives."

Thank you for your continued support over the years. Have an enjoyable fall.

Rich Hunter

GABL Academy Becoming Strong Arm of Foundation

Like many of its participants, the GABL Basketball Academy is experiencing a growth spurt. It is now serving over 1,300 youth annually and continues to add both participants and programs.

The Academy is the GABL Youth Sports Foundation's primary initiative for basketball skill development, fitness and health programs for youth. Oversight for the Academy falls to Managing Director Brett Hunter. Within the last fiscal year, the Academy has benefited from the restructuring of GABL, the growth of the Elite Team Program and the hiring of Rich Zvosec (Coach Z) as its director of instruction.

When the Great American Basketball League underwent



KidHoops

an organizational restructuring in 2009, the KidHoops and 3-on-3 development programs were moved under the Academy umbrella. Jeff Briley is the director of both programs (see related story on Page 2).

KidHoops, a child development program for pre-kindergarten children, is beginning its third year. The program is designed to teach children specific motor and interaction skills while encompassing the game of basketball. Academy instructors and adult family members (one per child) introduce the children to basic basketball skills in a fun and age-appropriate manner.

The 3-on-3 development program combines both instruction and competition. Participants include boys and girls in kindergarten
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Briley is an Ambassador for the Game of Basketball



Jeff Briley, program coordinator for the GABL Academy, works with the Academy's youngest participants, giving many of them their introduction to the game of basketball. He hopes their early experience with the game leads to a lifetime of involvement with the sport.

Jeff has worked with the 3-on-3 Development Program since 2001-02 and became the program director in 2004-05. This program provides an opportunity for children in kindergarten through 2nd grade the opportunity to learn the fundamental skills of basketball and apply what they learn in a modified game situation. In 2008-09, Jeff introduced KidHoops, a child development

program for pre-kindergarten children (ages 3-5) and an adult family member. This program teaches specific motor and interaction skills while encompassing the sport of basketball.

Jeff was involved with the Great American Basketball League throughout the 1990's. He coached for six years, two as a head coach and four as an assistant coach. He spent seven years as a board member, ending his tenure in 1999-2000. For his last three years on the board, Jeff was the assistant commissioner. He was inducted into the GABL Court of Honor in 2009.

Jeff has a B.S. from the University of Kansas. He is chair-elect of the national board of the Alumni Association and past president of the Kansas City board. He is an avid Jayhawk basketball fan and season ticket holder. He also has one of the top tailgate parties at Jayhawk football games.

Jeff has been a wealth management consultant for CBIZ for 18 years. He and Jean, his wife of 35 years, have three adult children, Brooke, Jason and Lauren. Jeff also enjoys traveling, reading, walking and biking.

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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KC Sport Speed Closes

KC Sport Speed, SMA's affiliate for sports performance and training services, ceased operations as of August 31.

In July, Matt Cyphers, KCSS's managing director, resigned to accept a position at Stormont Vail Hospital in Topeka as an athletic trainer serving a number of high school sports programs in that area. His resignation was effective July 30.

In addition, the company's lease at All-American Indoor Sports Center was scheduled to terminate at the end of

August. The decision was made not to renew the lease.

KCSS continued to provide services through the month of August. New trainers Paul Sterrett and Tony Turner provided services through the end of the month.

Discussions are underway with the GABL Academy to determine if that entity is interested in establishing programs to improve the speed, agility and strength of young athletes.



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
 GABL: www.gabl.net
 FCCJC: www.fccjc.org
 ETG: www.enjoythegame.com

Client Notepad

The **Football and Cheerleading Club of Johnson County** collected 1,437.5 lbs. of food during opening weekend September 11-12. The food drive benefits the Johnson County Food Bank.

FCCJC has more than 3,600 participants this fall. The tackle football program has nearly 2,300 players in grades 2-8. More than 400 children in kindergarten-3rd grade are playing flag football. This is the first year the flag program has been offered to 2nd/3rd grade. The cheerleading program has more than 900 participants in grades K-8. The squads also will cheer during the winter at GABL basketball games.

FCCJC teams in 4th, 6th and 7th grade will play a total of six games at the youth football field located at the **Kansas City Chiefs** Training Facility. The Chiefs also provided the club with complimentary tickets to the Sept. 2 preseason game against the Green Bay Packers. The Chiefs also offer discounted ticket options to FCCJC families and fans throughout the season.



The **Kansas City Elite League** is a new basketball league for boys and girls competitive teams in grades 5-8,

offered through the GABL Youth Sports Foundation. The first session begins in November and games will be played Sunday evenings. Games will be the same length as high school games (four eight-minute quarters, with stopped clock). For information call 913-236-8833.

The **GABL Youth Sports Foundation** is undertaking a website enhancement project that will include a re-design of the current Great American Basketball League website and added presence for the Foundation and the GABL Academy. An internal task force is overseeing the project, which is scheduled to be completed by January 1.



The process of dissolving the **National High School Golf Coaches Association** has begun. The Association operated for eight years providing educational programs and services for high school golf coaches.



SMA has an internship program for college students. Interested parties should contact Brett Hunter at bhunter@smasport.com or call 913-236-8311.

Academy Continued

ten-2nd grade. Teams are generally formed with six players. About 15-20 minutes are dedicated to warm-up/fundamental skills. Players then apply the skills they have learned in 3-on-3 cross-court games. This program was first offered in the winter of 2000-01. Last year, a total of 944 children participated in the program.

The Elite Team Program completed its third year this summer. This program gives individuals the opportunity to play in a competitive environment for professionally-trained coaches during the traditional basketball off-season. Teams play in both leagues and tournaments so players have the opportunity to compete in 25-30 games during the course of the program. Zack Swanson, Ashley Mahoney and Ryan Mahoney have coached in the program multiple years. Dusty Eils and Anthony Dobson joined the coaching staff this year. The 2010 program had seven teams (three girls teams and four boys teams) in grades 5-7, an increase from three teams the year before.

Coach Z joined the Academy staff this winter. His career as a Division I men's basketball coach included a stint at the University of Missouri, Kansas City (UMKC). He is a published author and basketball analyst on ESPN and CBS College Sports.

"I am happy to have the opportunity to develop and deliver programs that are designed to help players of all ages reach their full potential on the basketball court and beyond," Coach Z said. "I look forward to expanding the range of Academy programs so that we continue to impact even more young people in our community."

Coach Z has offered several sessions of Basketball Skill Instruction (BSI) 101 since April. This program allows individuals or small groups to sign up for instruction in one-hour segments. Players work on multiple facets of skills such as shooting and ball handling and receive a workout/practice program to use beyond the sessions.

He also is the director of the Academy's summer camps, which are offered for children in kindergarten-8th grade. More than 100 participants attended this year's camp, which was held in July. This is the largest Academy camp in recent years.

Tryout Prep with Coach Z is being offered for the first time, starting in October. This program is for high school freshmen and sophomores (boys and girls) who will tryout for their school teams. This program provides six two-hour sessions in which players get a sense of what they will face during tryouts and have the opportunity to work with top quality coaches.

"We are excited about the direction the Academy is taking and look forward to adding to the variety of programs we currently offer," said Hunter.

Academy Photo Gallery



Tryout Prep



2010 Basketball Camp

