



"Managing the Business of Sports"

Bonus Points

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From the President



With the first quarter of 2010 behind us, we are excited about the plans we have for the remainder of the year. Embarking on our 16th year of operation, we look forward to continued growth in all our primary business lines.

Our management and consulting business remains extremely active and busy. It is great to have Rich Zvosec join us to work with the GABL Basketball Academy—we look forward to continued growth in

our instructional programs under his leadership.

As noted below, the GABL Youth Sports Foundation and the Football and Cheerleading Club of Johnson County are implementing new structures and long-range plans this year. Certainly, this will be a challenge for us as we assist both in their new endeavors. New and expanded programs in both organizations are being initiated, as well as anticipated opportunities to work with new clients and new projects.

Our new sports training business—KC Sport Speed—is developing new programs and affiliations this year that we hope will grow its activities to serve even more young athletes.

The merchandise division is winding up its team uniform sales for spring sports and making plans for the summer season as well—football, cheerleading and volleyball.

While we are encouraged with the first part of the year, there are a lot of plans still on the table for 2010. We will continue to strive every day to deliver a high quality of service in everything we do. Thank you for your support and confidence.

Rich Hunter

GABL and FCCJC Undergo Restructuring

Great American Basketball League (GABL) and the Football and Cheerleading Club of Johnson County (FCCJC) took different paths that led to organizational restructuring. SMA, which serves as the management company for both, continues to work hand-in-hand with the organizations as the changes are implemented.

GABL, which has provided youth in Johnson County (KS) with opportunities to play basketball in a competitive and learning environment since 1974, undertook a review of its foundation program. The working group responsible for the review recommended changing the name of the 501-(c)3 non-profit corporation from Great American Basketball League to GABL Youth Sport Foundation, Inc.

"GABL has gone from a basketball league that had a foundation account to a Foundation that has a basketball league as one of its programs," said Derek Majors, the Foundation president. "We are excited about the new opportunities."

The primary reasons for the change are: 1) to allow for a more integrated approach to fundraising and resource development, and 2) to position the GABL entity to make a larger impact on the development of youth through sports and to provide opportunities for a broader out-

reach of their programs.

Long range planning was the vehicle that led to changes in the governance structure of FCCJC. The committee charged with developing the strategic plan set an organizational objective of restructuring the board of directors, operating committees and policies to improve accountability, consistency and integrity of the club's governance structure.

The adoption of the plan and this objective led to the creation of an executive board of directors to oversee all club operations. Mark Lambeth chairs this board, which has both football and cheerleading representatives. There also are individual boards with oversight for the Football and Cheerleading Programs. Brian McDermott

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Cyphers Helps Athletes Improve

Matt Cyphers, managing director of KC Sport Speed (KCSS), helps athletes reach their peak. He oversees SMA's sports performance and training affiliate, which is located in Lenexa, KS.

Programs offered by KCSS help identify and correct physical and mechanical limitations that prevent peak athletic performance.

KCSS offers speed development programs, performance programs and camps for athletes and adults of all ages. Programs vary from the FAST (Functional Agility and Speed Training) Program to Soccer Speed, Strength and Conditioning, Train to Play, and the Adult Firm and Fit Program. KCSS recently began a

pilot program with the Heart of America Council of Boys Scouts of America to assist scouts interested in obtaining the personal fitness merit badge.

Matt earned a BS from Emporia State University in 1999 and a Masters degree from Emporia State in 2001 in Health, Physical Education and Recreation, specializing in Athletic Training.

He has been active in the fields of athletic health and athletic training since receiving his certification from the National Association of Athletic Trainers Board of Certification in 2000. Following graduate school, Matt worked for four years as an outreach athletic trainer for Kansas Orthopedics and Sports Medicine in Topeka, KS. Matt has been with KC Sport Speed since its opening in 2005 and became managing director in 2008, when the company became an affiliate of SMA.

In his spare time, Matt enjoys hunting, fishing and playing golf.



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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Zvosec Joins GABL Academy Staff



Rich Zvosec (Coach Z), former men's basketball coach at the University of Missouri-Kansas City (UMKC), has been hired as director of instruction for the GABL Basketball Academy. Zvosec will oversee staffing and instruc-

tion for camps and individual and group instruction programs. Additionally, he will work with the coaches of the Academy's Elite Team Program to ensure a consistent approach for teams in all grades.

"As the GABL Youth Sports Foundation continues its efforts to expand the scope and quality of programs—and the leadership to guide them—having Rich Zvosec agree to become the direc-

tor of instruction for our GABL Academy is a tremendous step forward for our Foundation," said Foundation President Derek Majors.

The GABL Basketball Academy is designed to help players of all ages improve their individual skills, attitude and knowledge of the game. The program stresses fundamentals and gives individuals the tools to achieve their full potential.

"Coach Z's knowledge of the game of basketball, experience and enthusiasm will enhance the Academy's current programs and help to develop new ones," said GABL Managing Director Brett Hunter.

Zvosec ended his tenure at UMKC as the school's all-time winningest coach. In 2005, his team put together a school record 11-game winning streak. Rich was named Mid-

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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

Client Notepad

The **GABL Academy Elite Team Program** continues to grow. The 2010 program includes seven teams for boys and girls in 5th-7th grade. There were three teams in last year's program. Teams play 25-30 games beginning in March and concluding in early July.

The **GABL Youth Sports Foundation** continues to support the American Cancer Society through its partnership with Hoops4Hope. This winter, GABL donated a portion of proceeds from the inaugural Preseason Tournament and the Tip-Off Tournament, totaling more than \$8,000.

The 13th Annual **Sonic GABL Golf Classic presented by Unisource Document Products** will be held Monday, June 21 at Swope Memorial Golf Course. The shotgun start will be at 1 p.m. Lunch and dinner will be provided courtesy of Zest, 75 Café, Texas Roadhouse, Mr. Goodcents, Pizza Shoppe and Foo's Fabulous Cus-tard. The player gift package includes

golf balls, towel, glove and accessory pouch with tees, ball markers and divot tool. Registration fee is only \$75 per player. Go to www.gabl.net for information.



The **Football and Cheerleading Club of Johnson County (FCCJC)** drew 84 teams to participate in the 2009 UMB Mid-States Tournament and Super Saturday. The tournament had nine divisions in 2nd-8th grade. A total 15 teams participated in Super Saturday. The field included teams from Kansas, Missouri, Nebraska and Iowa.

The annual "Souper" Bowl Contest is held this same weekend to collect non-perishable food items for a local food bank.

This spring, **FCCJC** played four games at the youth football field located at the Kansas City Chiefs

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Notepad Continued

Training Facility. Last fall, 12 games were played at the field. The Chiefs also provided complimentary tickets for a preseason game and offered discounted tickets for home games to the club. More than 3,000 tickets were sold through this program last season. In addition, the Chiefs Cheerleaders made appearances at the Mid-States tournament and the Cheer and Chant competition.



Restructuring Continued

and Lisa Frankel chair the football and cheerleading boards, respectively.

"Both organizations should be commended for the work they have done," said SMA President/CEO Rich Hunter. "We look forward to our role in implementing the structural changes and our involvement in new opportunities the changes may yield."

Coach Z Continued

Continent Conference (now The Summit League), CBS Sportsline and College Insider Mid-Major Coach of the Year that season. He became one of only 35 active Division I coaches to be named Coach of the Year in two separate conferences at two different schools.

Prior to coming to UMKC, Zvosec started the program at the University of North Florida. In the 4th season of its existence, the team reached the championship game of the Sunshine State Conference tournament.

At the age of 27, Rich was the youngest Division I head coach in the country at St. Francis College in New York. He was named the Northeast Conference Coach of the Year in his third season, when the team recorded its most wins in two decades.

Zvosec is a published author (Birds, Dogs and Kangaroos: Life on the Back Roads of College Basketball) and highly-respected speaker. He is also an analyst with ESPN and on the Big 12 Network.

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



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