



**Sports Management Associates, L.C.**

6740 Antioch, Suite 250 ♦ Merriam, Kansas 66204-1261

Phone: 913/236-8311 ♦ Fax: 913/236-9188



[www.smasport.com](http://www.smasport.com)

## Press Release

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Contact: Brett Hunter  
Managing Director, Sports Operations  
913-236-8311

July 7, 2010

### **SMA Sports is Retained by NSYFL**

The North Suburban Youth Football League (NSYFL) has retained Sports Management Associates (SMA) to provide officiating and merchandising services. The length of the agreement is five years.

The officiating services include providing professionally trained officials for NSYFL games, conducting rules clinics for coaches and officials, and the implementation of an evaluation program on the sportsmanship of the coaches and teams at each game.

John Dehan will serve as NSYFL officials coordinator. John has over 25 years of officiating experience, giving him a keen understanding of youth sports and youth sports officiating. He is a varsity high school football official and an experienced assigner in multiple sports.

SMA also has the opportunity to develop and implement a merchandise and team uniform program for NSYFL members and multiple product lines will be available.

“We are excited to welcome the North Suburban Youth Football League into our corporate family,” said Rich Hunter, SMA president/CEO. “We look forward to serving the league and developing this new relationship.”

NSYFL has been providing opportunities for youth in the northern Kansas City metropolitan areas to play football since 1962. The league currently has 12 football organizations with nearly 70 teams in grades K-8. NSYFL teams will play in approximately eight games during their fall season, culminating with championship playoffs in early November.

SMA is a sports business company located in Merriam, KS that provides programs, products and services to over 30,000 customers annually. Principle areas of business include sports management, consulting services and sports merchandise and apparel services. Go to [www.smasport.com](http://www.smasport.com) or call 913-236-8311 for more information.