

## MARKETING NEWSLETTER

### Dates to Remember in February:

- February 1st: NCBA Season Begins
- February 16th: *"Suite 301"* @ 3:01pm EST
- February 10th: NCFA Phone Day
- February 17th: NCBA Phone Day
- February 24th: NCSA Phone Day

### ??TRIVIA??

If you tuned into the Premiere Episode of "Suite 301," you know that only one CollClubSports Front Office Employee is currently working in the field that they majored in. Can you name this CollClubSports Front Office Employee?

*Answer on bottom of Page 2*

### "SUITE 301" PREMIERE RECAP

On Tuesday, January 12, CollClubSports aired the first episode of Suite 301, the new CCS monthly webcast on Ustream.com. The premiere episode was considered a success, with an hour and a half worth of discussion about everything from Mark McGwire and Pete Carroll to the latest news within all three existing CollClubSports leagues. The recording of the episode, which has been archived on Ustream.com and is still available for anyone to go back and watch, has already been viewed by over 375 spectators.

The show was hosted by CCS CEO Sandy Sanderson and Director of Marketing Christian Smith. Throughout the course of the show, the four remaining CollClubSports employees were brought on to the set one by one to introduce themselves and discuss the latest news within their respective departments.

Two of the biggest highlights from the show came when Suite 301 received its first two callers. The show's first-ever call-in came from University of Pittsburgh head baseball coach Rob Perkey, who

asked about the NCBA Top 20 Ballot. He also provided a very promising outlook for his team this season and said he hopes this is the year the Panthers finally make it over the hump and get to the World Series.

Shortly after Perkey's call, head coach of inter-division rival Penn State, William Lippert decided to chime in on the discussion at hand. Lippert expressed his excitement and eagerness to head down to Tampa, Florida for the NCBA Spring Training Showcase and get the season underway. With the acquisition of two pitchers from Penn State's Division II team, Lippert said he expects to compete for another Regional Title in 2010.

Sanderson said he has reason to expect even more callers on next month's episode. "I've already received quite a bit of feedback from coaches and players who plan on calling in to the next episode to join the discussion and get some publicity for their respective programs. This should make for some outstanding conversation."

Additionally, next month's episode should feature a new and improved

### CollClubSports Equipment Pass-Along Program

**Does your team have extra equipment you're not using? An old set of catchers gear? Old practice pants? A set of helmets you no longer use? Well, you can donate your extra gear to the CCS Equipment Pass-Along Program and help an Up-Start club team get their program off the ground. Email [Info@CollClubSports.com](mailto:Info@CollClubSports.com) to find out how.**

look and sound. CollClubSports is currently taking steps to improve both the audio and video quality of the show. Also, with the baseball and softball seasons now officially started, the content will now be focused more on what happens on the field than off. So be sure to tune in – and even call in – to this month's episode, which will air live at Ustream.com on Tuesday, February 16, at 3:01 p.m! Simply visit [www.Ustream.com](http://www.Ustream.com) and search "Suite 301" to find the show.

### CollClubSports, "Player To Watch"



*Kara has been playing softball all her life. She started playing for the Tallahassee Bullets for their 10 and under team and then transitioned into playing for Leon High School. From there Kara played shortstop and catcher for the FSU Club Softball Team and helped them win the 2009 NCSA World Series.*

**Name:** Kara Keith  
**School:** Florida State University  
**Position(s):** Catcher, Shortstop  
**Scholastic Year:** Junior  
**Major:** Finance  
**Favorites:**  
**Movie:** Erin Brockovich  
**Food:** Baked Ziti  
**Band:** Corey Smith

*Describe the feeling of winning the NCSA World Series Last Year.*

UNBELIEVABLE! No one thought we could do it; we came in as an at-large bid in the 16th ranked position. The University of Florida beat us in conference play, so even making it to the World Series was incredible. I hope we can do it again this year! We are working harder than ever.

*What were some of the pros and*

*cons to only having 11 girls down at the World Series?*

We had the perfect girls come with us, which made the win all the more sweet. One con, however, was that all of our girls couldn't even enjoy the experience. They were all super excited when we brought home trophies and t-shirts for them!

*Your team made it to the World Series as an at-large bid, and then came out of the losers bracket to defeat the Florida Gators twice to win the Championship. Is this a team that thrives on being the underdog?*

No, I don't think we are the underdog at all. I believe we just seemed that way because we got an at-large bid. Honestly, the Florida Gators are awesome, and they deserved to be in the World Series just as much as we did; our teams are well-matched. Of course, they are our biggest rival, so beating them was amazing. I hope we both make it to the World Series again

this year because it's going to be a hard loss for either of us if we don't make it.

*What are the strengths of your team this year? What is the outlook for the team?*

Our team's biggest strength is our batting lineup. We have too many great hitters to even fit into the lineup. We also have phenomenal pitching. I think the outlook this year is looking pretty good, but, like I said before, Florida is going to be our toughest match for getting to the World Series. I have faith that we will pull through though; we have the heart.

*Anything else you would like to add?*

I just want to say that I don't think I've ever enjoyed a team as much as I love this one. I can't even describe how well everyone gets along. We all go out together; we all live together, and I don't know what I'm going to do without this team when I graduate. GO FLORIDA STATE!

## NCFA NAMES OFFICIAL FOOTBALL

With great excitement the National Club Football Association (NCFA) is pleased to announce they have reached a deal with Rawlings Sporting Goods to become the Official Football of the NCFA. Rawlings has become a great partner of CollClubSports in the Uniform aspect for the past several years, and is excited to come on board as the Official Football for the NCFA.

Rawlings has been in the Football Business for over 100 years making their first football in 1899. Over the past century, Rawlings has been able to develop their footballs that demand performance and durability. Given the Rawlings football tradition, it gave CollClubSports and the NCFA 100% confidence that Rawlings Footballs were the best for the NCFA and its teams.

Not only is Rawlings providing NCFA member teams with a option to buy a quality football they are also offering their footballs at exclusive pricing to NCFA member teams. Best yet, all NCFA member teams will receive two FREE high-end Rawlings footballs just for being a

member team of the NCFA. Each member team will receive the Rawlings ST5 Pro Preferred (ST5PROSB) and the ST5 (ST5B) to try out and get a feel for. Once an NCFA member team wants to order more, all footballs that they receive will feature the NCFA logo on the ball.

President of the NCFA, Sandy Sanderson had this to say about reaching this deal with Rawlings, "We are extremely excited to team with Rawlings to provide our member football teams with quality game balls at exclusive NCFA prices. Over the past 5 years, Rawlings has been a proud sponsor of all of the CollClubSports leagues. Their desire to help support and grow the NCFA is unparalleled, and through the



distribution of free footballs to our member teams, it is obvious that Rawlings is dedicated to showcasing the quality of their footballs to our teams. I'm sure that our teams will soon realize that not only do they enjoy playing with Rawlings, but that they want to compete with their quality ball furnished with the NCFA logo."

To receive your two FREE high-end Rawlings footballs, please contact Christian Smith at [Christian.Smith@CollClubSports.com](mailto:Christian.Smith@CollClubSports.com) or by calling at 412-321-8440 x104 to receive him with a shipping address.



## POLLS RELEASED FOR NCBA AND NCSA

On Friday, January 29, the NCBA and NCSA released their first polls of the spring season. Coming as no surprise, two-time defending National Champion Colorado State Rams enter 2010 as the pre-season number one team in Division I, receiving 15 of the 18 first place votes. Defending national runner up Arizona, which received the remaining three first place votes, is ranked second. Penn State DII tops the

list on the first ever NCBA Division II Top 15 poll, despite only receiving three first place votes. The University of Wyoming and Virginia Commonwealth University round out the top three.

On the softball side of things, defending National Champions Florida State enter the spring ranked number two, behind their biggest rival, the Florida Gators. Here are the full rankings for each league:

### NCBA DI Top 20

1. Colorado State
2. Arizona
3. Penn State
4. Clemson
5. James Madison
6. Maryland
7. Illinois
8. Weber State
9. Sam Houston State
10. Pittsburgh
11. Florida
12. NC State
13. Texas A&M
14. East Carolina
15. Virginia Tech
16. Kansas
17. Western Washington
18. Oregon
19. Indiana
20. Texas

### NCBA DII Top 15

1. Penn State (DII)
2. Wyoming
3. Virginia Commonwealth
4. Maryland (DII)
5. Hofstra
6. Denver
7. Illinois (DII)
8. Northeastern
9. SUNY - Binghamton
10. SIU - Carbondale
11. South Carolina
12. Northern Illinois
13. Kansas (DII)
14. Carnegie Mellon
15. Wisconsin (DII)

### NCSA Top 15

1. Florida
2. Florida State
3. Virginia Tech
4. Illinois
5. NC State
6. Georgia
7. Miami (OH)
8. Virginia
9. Air Force
10. Ohio State
11. North Carolina
12. Kansas State
13. Central Florida
14. Towson
15. Navy

## COLLCLUBSPORTS TEAMS CAN BANK ON BUSBANK

CollClubSports is excited to announce that it has reached a new agreement with The Bus Bank. Through this agreement The Bus Bank will become the "Official Group Ground Transportation Partner" of CollClubSports.

The deal will benefit member teams by providing a 5% discount on all group ground travel that is booked through The Bus Bank. The Bus Bank has many member partners across the United States and is available for all member teams. The Bus Bank can be used to schedule weekend travel, airport pick-ups and drop-offs, as

well as extended bus trips to Spring Training or World Series Events. Teams can contact The Bus Bank directly at 866-253-5666 or by emailing [CollClubSports@busbank.com](mailto:CollClubSports@busbank.com) to receive outstanding service and pricing. If teams are interested in receiving a quote, all they need to do is click on The Bus Bank link on the Info tab of their specific league website and it will direct to the CollClubSports/The Bus Bank landing page where teams can put in their appropriate information. Quotes should be given to the teams within 24 hours.

The Bus Bank National Account Manager, Calvin Gilbert had this to say about the partnership, "We are very excited to continue our relationship with CollClubSports. With our vast network of bus companies, we will not only provide an easy solution for chartering a bus, but also a safe and cost effective way for teams to travel to sporting events. With our sports travel expertise, our goal is to provide the right bus, at the

right price, anywhere in North America."

To begin booking your group ground travel with The Bus Bank, call 866-253-5666 or email [CollClubSports@busbank.com](mailto:CollClubSports@busbank.com).



**??TRIVIA?? ANSWER:**  
**CHRISTIAN SMITH (MARKETING)**