

## MARKETING NEWSLETTER

**HAPPY NEW YEAR!**

### Dates to Remember in January:

- January 12th: *Suite 301* Premiere at 3:01pm EST
- January 13th: NCFA Phone Day
- January 20th: NCBA Phone Day
- January 27th: NCSA Phone Day

### ??TRIVIA??

The 2010 NCSA World Series will be held in Columbus Georgia at the historic South Commons Softball Complex. South Commons was the site where the 1996 Summer Olympic Softball Competition was held. The USA won the Gold Medal by defeating what Country 3-1 in the Gold Medal Game?

Answer on bottom of Page 2

### 2010 NCSA WORLD SERIES TO COLUMBUS, GA.

CollClubSports and the National Club Softball Association (NCSA) are excited to announce that Columbus, Georgia and the South Commons Softball Complex will host the 2010 NCSA World Series. Columbus offers an outstanding site to accommodate the on-field needs of the 16-team tournament as well as excellent accommodations, restaurants, and nightlife for the teams, families, and fans, creating an outstanding atmosphere for this National Championship Event.

The South Commons Softball Complex is the site of the 1996 Olympic Softball competition and boasts eight lighted fields including one enclosed stadium.

The flexibility provided by the eight-field complex will allow teams to have additional time in between games while simultaneously shortening the length of each of the first two days of the tournament as compared to previ-

ous World Series in which only four fields were used.

Peggy Lallis, Director of Softball Operations for the NCSA, is enthusiastic about the new location, saying, "We are thrilled to bring the 2010 NCSA World Series to the South Commons Softball Complex of Columbus, Georgia. The beautiful eight-field complex combined with the off-field accommodations and attractions make Columbus the perfect location for our event. We look forward to working with the Sports Council and the city of Columbus to make this event an exceptional experience for all of the teams, families and fans."

Last year's event, held in Cary, North Carolina saw the Florida State Seminoles defeat the Florida Gators to take home their first NCSA World Series title. The addition of the Southern Pacific Conference to the NCSA for the 2010 season brings the total number of conferences in the league to fifteen. As a result, this year's World Series will feature only 1 at-large selection to complement



An aerial view of beautiful South Commons Softball Complex in Columbus, Georgia. The site of the 2010 NCSA World Series.

the Fifteen Conference Champions that qualify for the tournament.

The 2010 World Series will commence on April 15th and will continue through the 17th (with the 18th being held open as a rain make up day).

More information on NCSA hotels and sponsors will be released as the event draws closer and will be announced at [www.clubsoftball.org](http://www.clubsoftball.org).

For more information on this Championship Event, please contact NCSA Director of Softball Operations Peggy Lallis at [peggy-lallis@clubbaseball.org](mailto:peggy-lallis@clubbaseball.org) or by phone at 412-321-8440 x102.



### CollClubSports, "Player 2 Watch"



Brandon made the University of Kentucky Club Baseball Team his Freshman Year and has started all three seasons, leading up to his Senior year. Also, Brandon has held the title of Secretary of his team the last two years. Not only that, but last year, Brandon won the MVP of the 2009 NCBA Division II World Series that was held in Butler, Pennsylvania.

**Name:** Brandon Hranicky  
**School:** University of Kentucky  
**Position(s):** 1B, Pitcher  
**Scholastic Year:** Senior  
**Major:** Mechanical Engineering  
**Favorites:**  
**Movie:** Gladiator  
**Food:** Chicken and Dumplings  
**Band:** Anything Country  
**Collegiate Baseball Memory:** Battling back through the losers bracket to win our second Division II National Championship Title.

*Talk about what it was like to be named MVP of the DII World Series last year.*

I was just glad I was able to contribute enough in winning the World Series to be given those

honors. I had a really bad game in the opening loss to Lonestar College, but was happy that I could turn it around when it mattered most and helped the team.

**What is your outlook for your team this season? What are your goals/expectations?**

This year we are returning all of our starters and have picked up quite a bit of young talent. I feel like we have the opportunity to have a good year and make a name for ourselves among the top in Division I. Of course our goal is to make it to and win the World Series again but I feel the season would still be a success as long as we can hold our own against conference and regional competitors.

**What excites you the most about the move to Division I?**

**Was it an easy decision for the team to make the switch after back to back DII Championships?**

My Freshman year we were in Division I and didn't fair very well. Now the team is much better and I feel we have the talent and desire to compete at the highest level. For most, it was an easy decision because we all feel we are good enough, and since this is the last year for a lot of our starters we wanted to try to prove ourselves against the best.

**What do you enjoy most about playing in the NCBA?**

The fact that everyone is out playing for the love of the game. No one is playing for a scholarship or for the fame but because for most of us it is the last baseball we will ever play.

## GROWTH OF DII CONTINUES

Since it's founding in 2008, Division II of the NCBA has undergone tremendous growth. During that inaugural season, there were a total of 39 teams in NCBA DII. That number has increased steadily each year, with 69 DII teams currently on board for the 2010 season.

"The growth of NCBA Division II shows how much interest there is for club baseball throughout the country," explained Kenny Rayl, the Director of NCBA Division II Baseball Operations.

This increase in teams has resulted in expansion within many of the Division II Districts for the upcoming season. New for 2010, Districts II, IV and VIII

have all split into two divisions. As a result, these Districts are now required to have a District Playoff at the conclusion of the regular season. This playoff will be a best-of-three series between the two regular season division champions to determine the District Champion that will advance to the DII World Series in Johnstown, PA.

Hofstra Head Coach Rich Fiore, who's team is a member of District II is excited with the expansion and District Playoffs.

"Adding District Playoffs is vital to the success and growth of the NCBA Division II. Not only does it allow more teams to participate in the league by expand-



ing districts, it also provides teams with another tier of post-season play as well as opportunities to face off against new opponents in very meaningful games.

Additionally, Districts III and V, which already had District Playoffs, have now expanded these playoffs to feature four teams each instead of just two. Both Districts III and V consist of three divisions, so the District Playoff will be a four-team tournament between the three division champions as well as one at-large bid.

"Hopefully within the next couple of years, all of our Districts will have a four-team playoff to determine who makes it to the World Series from each District," said Rayl. "One of the many benefits of this expansion is that it gives more NCBA teams a chance to experience post-season play."

Currently, Districts 6 and 7 are the only two Districts that do not have a playoff. Rayl expects to add enough teams to both Districts to allow each to undergo a split within the next year or two.

## PREMIERE OF "SUITE 301" PRESENTED BY COLLCUBSPORTS

Mark your calendars: Tuesday, January 12, 2010 at 3:01 p.m. will mark the premiere of *Suite 301*, a monthly live webcast presented by CollClubSports to all member teams and fans. The show will be available live on Ustream.com and will also be archived on YouTube.com for those who are unable to tune into the live webcast. Simply search CollClubSports on either site to find the show.

*Suite 301* will provide players and fans with the latest news on all things NCBA, NCSA and NCFA, ranging from new teams and regional updates to sponsor bene-

fits/discounts that are available. The show will also provide a unique behind the scenes look at what goes on in the CollClubSports office on a day to day basis. Most importantly, viewers will have the opportunity to call in to the show to join in on the discussions at hand. Viewers can also utilize the chat room feature offered by Ustream to submit comments to CCS staff as well as communicate with each other during the show.

"*Suite 301* is designed to provide an off-the-cuff look inside CollClubSports, focusing on what is

current in the world of collegiate club baseball, softball, and football," said CollClubSports CEO Sandy Sanderson. "The show will have additional content including CCS staff opinions on the hot stove happenings around club and professional sports. With opportunities for viewers to call in and voice their questions and opinions on the news of the day, *Suite 301* is sure to be a fun yet informative media by which we can promote club sports and the success of our teams and players."

So be sure to tune in on Tuesday, January 12, at 3:01 p.m. by going



to Ustream.com and searching CollClubSports. For a quick preview of the show, check out the following Suite 301 promo on Ustream at: [www.ustream.tv/channel/suite-301](http://www.ustream.tv/channel/suite-301) or on Youtube at: [www.youtube.com/watch?v=XoiPORJFLY](http://www.youtube.com/watch?v=XoiPORJFLY)

## "NEW LOOK" NCFA WEBSITE LAUNCHED



The homepage of the NCFA website featuring the updated "Look."

With CollClubSports still in its first year of starting the National Club Football Association (NCFA), having a website for the teams to utilize was a major priority for the CollClubSports front office. That's why it gave CollClubSports and the NCFA great excitement to announce that as of December 8th the NCFA website had launched and is now live. Now all NCFA

member teams and fans can now go to [www.NCFAfootball.org](http://www.NCFAfootball.org) to check out all the new happenings and updates going on within the NCFA.

The NCFA website is still not 100% complete however. The NCFA has scheduled several phases to add more functionality to the website which will take place in the next few months. For instance, there will be a Stats

Page, with current and past statistical leaders, as well as a Championships Page and National Players of the Week just to name a few.

One of the more exciting features of the new website, is the "New Look" that the NCFA site has to offer. The updated look and feel is also important because in the next few years the National Club Baseball Association (NCBA)

and the National Club Softball Association (NCSA) will adopt the look and feel as well, in an effort to give all CollClubSports leagues websites a uniform appearance.

All phases to the website are planned to be finished by the fall of 2010 and at that time the website will be 100% complete giving teams and fans full functionality.

??TRIVIA?? ANSWER: **CHINA**