

MARKETING NEWSLETTER

Dates to Remember in November:

- **November 10th:** NCFA Phone Day
- **November 16th:** "Suite 301" LIVE at 3:01pm EST.
- **November 17th:** NCBA Phone Day
- **November 24th:** NCSA Phone Day
- **November 30th:** 15% Off Richardson Hats ends
- **November 30th:** 55% Off Rawlings Uniforms ends

Did You Know ...

Red Roof is pet friendly at over 345 locations in 36 states. AND unlike other "pet friendly" hotels, there is no additional charge for your 4-legged family member.

RED ROOF, CCS "OFFICIAL LODGING PARTNER"

CollClubSports is excited to announce that they have reached an agreement with Red Roof® to become the "Official Lodging Partner of CollClubSports" through the 2013 season. Red Roof was founded with the philosophy of providing guests a clean, comfortable room at an affordable price; this means Red Roof's guests get great rates and quality rooms that won't be breaking the bank at any of our 350 hotels coast-to-coast. Through CollClubSports, Red Roof is offering members an additional savings; use **Volume Plan Plus® number 608077** when you book your next stay and you'll save **12% off Red Roof's Best Available Rate**. With the clean, comfortable amenities coupled with the CollClubSports member team discount, Red Roof is sure to be the best lodging option when traveling to play games or for personal use. Red Roof's **Volume Plan Plus Number** works just like an online coupon code. CollClubSports

Member Teams can go to Red-Roof.com/Partners/CollClubSports, and Red Roof's online discount code will automatically be filled in for you. If you go to RedRoof.com directly, all you have to do is enter **608077 in the VP+@/ID # slot**. Teams can also make reservations at the hotel directly by calling 800.RED.ROOF (800.733.7663); or contact our group sales manager at 248.398.0274 and mention the Volume Plan Plus number. Christian Smith, Director of Marketing of CollClubSports had this to say after the partnership was finalized, "We are extremely pleased to have Red Roof as CollClubSports official lodging partner. Red Roof's clean, comfortable amenities provide our players with the relief they need from a long day on the field. Also, with their over 350 locations across America and the 12% discount, Red Roof is sure to provide the financial relief to team budgets as they travel throughout the season."

After the partnership was completed, John Murray, Red Roof's National Account Executive for Groups had this to say: "We are excited about becoming the exclusive lodging partner for CollClubSports. We at Red Roof look forward to inviting both your team and your family members to stay with us year-round at any of our 350 inns across the U.S. With our exceptional, quality, service and value, we are sure you will find our properties offer more than you'd ever expect from an economy hotel. Also, remember to bring your computer since Red Roof locations nationwide now offer FREE Wi-Fi." If you have any questions about this partnership or how to book rooms for your next trip, please contact Christian Smith with CollClubSports at 412-321-8440 x104 or by emailing Christian at Christian.Smith@CollClubSports.com.



CollClubSports, "Player To Watch"



Name: Keith Villafranco, Jr.
School: University of New Orleans
Position(s): Running Back/Wide Receiver
Scholastic Year: Sophomore
Major: Secondary Education
Nickname: The Jet
Favorites:
Movie: Any Given Sunday
Food: Chicken Fajitas
Band: Switchfoot

This year marks Keith's first full-year of playing college football. Keith's goals are simple; work hard and try to make everyone around him better. Even though he is only a sophomore, he has had a great impact on his team. In a huge game against top-ranked Wright State, Keith scored the winning touchdown in overtime. Currently the University of New Orleans is #1 in the NCFA Top 10 Poll boasting a 5-1 record (2-0 conference) with 3 games left on their schedule.

Describe what it was like to score the game winning touchdown against top ranked Wright State on Homecoming in front of a crowd of over 3,000?
It was an amazing feeling. People dream about having a moment like that. I am very thankful and blessed to share that moment with my teammates.
How does it feel to be ranked #1 overall in the National Club

Have an idea, story or event that you would like to promote in the Marketing Newsletter?

Just email Christian Smith at Christian.Smith@CollClubSports.com or Pete Chalfin at Pete.Chalfin@CollClubSports.com

Football Association? How do you prevent that ranking from getting to your heads?

The ranking to me feels great, but we still have a job to do. Our team has not really worried about the ranking, we have been focusing on each of our games.

What is your outlook for the remainder of this season?

What are your goals/expectation?

We want to finish the season without another loss and with a championship.

Is there anything else you would like to add?

Thank you for giving me this honor. I am very thankful and I could not have accomplished any of this without my teammates. Geaux Privateers!!!

Do you want to nominate someone to be featured as a Player to Watch?

Just email your nomination and why you're nominating him or her to Peter Chalfin at Pete.Chalfin@CollClubSports.com

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 to find out how.

INAUGURAL NCFA SEASON WINDING DOWN

With the 2010 National Club Football Association season set to conclude on November 30th, the battle for the top spot in the NCFA Top 10 Coaches Poll is heating up. The team that receives the #1 ranking in the final poll will be declared the 2010 NCFA National Champions.

The University of New Orleans sits comfortably atop the most recent poll, having received six of the nine first place votes and totaling 84 points. In second place with 75 points is Wright State, who held the top position in the polls until their Week 4 overtime loss to New Orleans. Directly behind Wright State is the University of Maine, with 73 points, followed by their North Atlantic Region rival University of Vermont with 64 votes.

The National Title is well within reach for all four of these teams, as each of them have big games coming up in the next few weeks. New Orleans travels to Miami, Ohio during week ten before closing out their schedule at home on week twelve against a tough Concordia-Selma

team. Wright State's remaining slate is also challenging, hosting Concordia University (MI) in week ten. The week nine rivalry game between Maine and Vermont will not only determine the North Atlantic Regional Champion, but it should also go a long way in clearing up the national championship picture.

In other NCFA news, the first annual league meeting has been set for Saturday, January 29th, 2011 at 1:00 pm at the NCFA Headquarters located at 850 Ridge Ave. Pittsburgh, PA 15212. Representatives from all current and potential future NCFA member teams have been invited to attend this meeting and speak on their teams' behalf. The meeting will provide an opportunity for everyone in attendance to network with the leaders of other club football organizations, learn more about the history of CollClubSports and future of the NCFA, ask questions, and voice their opinions on the operation of the league. Most importantly, the annual league meeting provides an opportunity for teams to provide

their much-needed input to assure that the league is headed in the right direction.

The first portion of the meeting will be focused on reviewing the positives and negatives of the inaugural NCFA season in order to pinpoint where improvements can be made. The next segment will be focused on 2011 league membership growth and the all important future plans for a National Championship Bowl Game. The CollClubSports Marketing Department will then present all the fundraising/sponsorship benefits currently available to NCFA member teams as well as some new equipment/sponsorship deals that are in the works. Lastly, proposed amendments and additions to the NCFA rule book will be discussed and ultimately voted upon. This is a very important part of the meeting where the teams' have the opportunity to voice their opinions and have their vote counted as it is the goal of the NCFA to build the league in the best interest of its member teams.



WEEK 8: NCFA TOP 10

Wright States takes over the #2 spot by getting a win during Week 8 and jumps Maine who lost a tough game to SW Connecticut. New Orleans wins against Xavier and stays atop the Week 8 coaches poll. South Carolina and Chattahoochee Tech also jump one spot from the previous poll with victories. All Top 10 Polls can be viewed at the [NCFA website](#).

1. *University of New Orleans (6)*
2. *Wright State University (1)*
3. *University of Maine (1)*
4. *University of Vermont (1)*
5. *University of South Carolina*
6. *Radford University*
7. *Chattahoochee Technical College*
8. *University of South Alabama*
9. *Clemson University*
10. *University of Michigan - Flint*

Next Poll Released: 11-3-2010



NCSA OCTOBER TOP 15

The October National Club Softball Association Top 15 Poll was released on October 7th and featured a lot of movement from the previous poll. SUNY Cortland makes the most noise by jumping from unranked all the way to #8 with an impressive 9-0 start. Florida and Florida State stay at the #1 and #2 spots respectively while Miami (OH) jumps in front of Illinois to take over the #3 spot in the poll. East Carolina jumps two spots to round-out the top 5. Virginia Tech jumps four spots to #6 while James Madison takes the biggest hit, going from #9 to unranked. The complete Top 15 Poll can be viewed to the right and can also be viewed on the [NCSA website](#). The next NCSA Top-15 poll will be released on 11/4/2010.

NCSA October Top 15

1. **University of Florida (8)**
2. **Florida State University (2)**
3. **Miami University (OH) (1)**
4. **University of Illinois (1)**
5. **East Carolina University**
6. **Virginia Tech**
7. **University of Georgia (1)**
8. **SUNY - Cortland**
9. **Kansas State University**
10. **Ohio State University**
11. **North Carolina State University**
- T-12. **Naval Academy**
- T-12. **University of Kansas**
14. **Air Force Academy**
- T-15. **University of North Carolina**
- T-15. **University of Pittsburgh**



NCSA WORLD SERIES HOST HOTEL NAMED

The Columbus Quality Inn located at 1325 Veterans Parkway in Columbus, Georgia will serve as the Official Host Hotel of the 2011 NCSA World Series! The National Championship Tournament will feature sixteen of the top collegiate club softball teams from universities throughout the country and will be held at the South Commons Softball Complex in Columbus from April 14-16, 2011.

"I am thrilled that our teams, families and fans will be able to stay at the Quality Inn for this year's NCSA World Series," said NCSA President Sandy Sanderson. "The proximity to the ballpark and reduced daily rates are just a few of the factors that make this hotel a tremendous improvement over last year! I am particularly excited about the opportunity for softball and social networking between

our players. Unlike previous years, having all of our teams staying in one location should promote great communication and networking between teams and in turn help grow and improve the league."

NCSA teams, fans and family members will receive exclusive discounted rates ranging from \$59.00-\$75.00 per night. Conveniently located just nine blocks from South Commons Softball Complex, the Quality Inn offers a very easy commute for players and fans to and from the ballpark. In addition to it's proximity to the field, the hotel is also located within walking distance of Columbus's exciting Uptown District which offers a variety of dining, shopping and entertainment opportunities in a one-of-a-kind atmosphere.

All guest rooms feature free wireless Internet access,

free local calls, a refrigerator, a microwave, a coffee maker, a hair dryer, an iron and ironing board; and all guests receive a complimentary USA Today. Additionally, each morning, all guests can enjoy a complimentary hot breakfast that includes a wide array of delicious items to start the day off right. After returning from the field, guests can relax and unwind in the hotel's outdoor pool. The YMCA is in walking distance of the hotel and offers free gym access to all Quality Inn guests.

To learn more about the Columbus Quality Inn, visit the hotel's website at www.choicehotels.com/hotel/ga545. More information on this championship tournament will be released as the event draws closer and will be announced at www.clubsoftball.org. Any questions regarding the 2011 NCSA World Series can be directed to NCSA President Sandy Sanderson at Sandy.Sanderson@CollClubSports.com or at (412) 321-8440 x100.

INTERVIEW WITH THE "COMMISH": NCBA HITS THE 200 MEMBER-TEAM MILESTONE

Q: Sandy, just this month with the official signing of Metro State to NCBA DII, the NCBA eclipsed the 200 mark in terms of club baseball team members. When you started the NCBA back in 2000, did you ever anticipate it would grow so big?

A: When I started the league back in 2000, my goal was just to provide structure to the 25 or so club teams on the East Coast that were looking to me to give them something to play for at the end of the season. I certainly didn't think it would become so wildly popular across the entire country or that it would eventually become my full-time job.

Q: At what point did you realize that running the NCBA and eventually Coll-ClubSports would have to become your full-time job?

A: When I started the league, I had a five-year plan for the league. The goals of that plan were achieved at the end of the first season and thus I had to come up with a new plan. Just six months after that, it became apparent that more of my daylight hours would be needed if the league was going to keep growing. I had to drop down to half-time at my career and move home with my parents to focus more on the growth of the league and still be able to sustain myself income-wise. It wouldn't be until six years after the founding of the NCBA that I finally had to quit my job completely and became a full time NCBA employee.

Q: What factors can you attribute to the growth of the league?

A: For years we had a very "reactive" approach to growing and adding teams mainly because of a lack of man power. We relied on teams to tell other teams about the NCBA or players on member teams telling their friends at other schools about club baseball. We had to wait for them to come to us before we could help them start their program and then get in the league. In 2008 we changed to a more "proactive" approach when we hired Kenny Rayl as our Director of Team Development. His job was to reach out to schools that didn't have teams and find interested students on campus and help them through the process of starting a team so that they could eventually become members.

Q: With all that growth, surely some teams left the league or disbanded completely as a program. What did you do to reduce the frequency of this occurring?

A: Early on, every year we would lose teams but add more than we lost so our net was always positive. Part of Kenny's new position was to interact with start-up programs much closer so that they would be formed with a solid foundation that would increase the chances that the team would be operational for many years. Prior to that we would often see teams join, play for a year, and then the team would fold and they would be out. Kenny developed the NCBA Guide to Collegiate Club Baseball for teams to use as a tool by which to help guide them through the formation and operational aspects of their club baseball team. I think by being more in touch with young teams we have been able to help steer them clear of decisions that could critically damage their program in the long run.

Q: How has the creation of Division II helped with the growth of the league?

A: There are two main ways that DII has helped with growth. First it has leveled the playing field. Teams with smaller student bodies are now able to compete against club teams that are more their "peers" when it comes to on-field competition. Since new teams usually struggle at first on the field, and smaller schools don't have the numbers to draw from compared to larger schools, those teams are able to play more competitive baseball all season long. In turn, this has allowed more teams to have a positive experience all season long and thus team moral remains high. This keeps teams from feeling over



President of CollClubSports, Sandy Sanderson (pictured above) signs the Metropolitan State College of Denver League Participation Agreement which officially brought the National Club Baseball Association to 200 member teams. Director of Team Development, Kenny Rayl (pictured on right) who was influential in the milestone, looks on.

matched or overwhelmed which we know can have a negative ripple effect, impacting the dedication of the players and ultimately leading to the folding of their team. The other way DII has helped grow the league is that larger schools with big student populations are able to field a second club team and have them competing for an NCBA title as well.

Q: Now that you realize the league has obvious growth potential, where do you think the ceiling is in terms of team membership?

A: I'm not sure there is a ceiling. We have just begun to scratch the surface if you look at the total number of Colleges, Universities, and Junior Colleges there are in the U.S. Keep in mind that we still don't have any teams in Mississippi, Alabama, or Oklahoma. If Kenny keeps adding teams at the rate he is, a few years from now we will be forced at looking into developing an NCBA Division III. After all, there is always Europe and Asia. Someday maybe our World Series will actually represent collegiate club baseball teams from around the World. One thing that the NCBA has taught me is to keep my eyes wide open as opportunity is looming everywhere!

Q: We just celebrated the 10th anniversary of the NCBA and now we're celebrating our 200th team. Do you have a favorite NCBA memory that you can share with our readers?

A: This might not be my favorite memory but it's definitely the most meaningful. It was 2001 and we were in Syracuse, NY at the first NCBA World Series. It was the last game of the night and Penn State had just been eliminated. My short staff of family-volunteers and I finished cleaning up the press area for the night, shut off all the lights, and locked up the stadium. We got in our cars and as we were about to head out of the parking lot, we realized the Penn State vans were still there... empty. We had no idea where the team was. I went back in to the stadium to look around and found the entire Penn State team still sitting in the dugout. They just sat there silent, in the dark, many of them with tears still in their eyes staring out at the field. That was the moment that I realized that club baseball and the NCBA was a big deal and meant a lot to many people. I remind myself of this importance every day and in every decision I make regarding the league. I make it my goal to run this league so as not to let them down.