

## MARKETING NEWSLETTER

### Dates to Remember in March:

- **March 1st:** NAR, District I, II, V Spring Conference Season begins
- **March 9th:** NCFA Phone Day
- **March 15th:** "Suite 301" **LIVE at 3:01pm EST.**
- **March 16th:** NCBA Phone Day
- **March 23rd:** NCSA Phone Day

### Did You Know...

Out of the 7 teams that have clinched spots in the 2011 NCSA World Series, 2 teams are making their first appearance in the event. Kennesaw state University and the University of Michigan are making their first trips to the NCSA World Series. Kennesaw State is the only, first-year team to clinch a spot in the 2011 NCSA World Series thus far.

### TRUENORTH TRAVEL SOLUTIONS IS THE ANSWER

CollClubSports is excited to announce that it has reached an agreement with TrueNorth Travel Solutions to become the new "Official Group Ground Transportation Provider." Through this agreement TrueNorth will offer teams the ease of planning group ground travel as well as a 7% discount on all group ground transportation services. With over 25 years of collective experience, TrueNorth Travel Solutions is one of the nation's leading ground transportation providers. TrueNorth arose from a common complaint heard among travel planners who found they were speaking with hundreds of bus companies and spending countless hours researching reliable and affordable options for bussing across the United States. TrueNorth focuses their efforts on making their clients job easier, one trip at a time. Clients include NCAA athletic teams, professional sports programs, international/domestic tour operators, Fortune 500 companies, to even the small Girl Scout troop. TrueNorth Travel Solutions can safely and comfortably accommodate parties ranging in size from 1 to over 100,000 passengers.

The deal will benefit member teams by providing a 7% discount on all group ground travel that is booked through TrueNorth Travel Solutions. In addition to the 7% discount, teams can take the burden of planning group ground transportation off of their shoulders and pass it on to TrueNorth. Their service is simple - to provide unparalleled services tailored to enrich their clients travel experience. TrueNorth will save team's time and money. Simply put, they provide peace of mind in ground transportation. TrueNorth can offer teams passenger vans seating up to 15 passengers, mini buses ranging from 18-32 passengers, school buses seating up to 52 adults just to name a few. Some of which would be perfect for member teams planning ground travel to the Spring Training Showcase, or World Series events. Christian Smith, Director of Marketing for CollClubSports, was excited to finalize the agreement with TrueNorth by adding: "I am truly excited to partner up with a great organization that is determined to offer superior service to our member teams. With the growth



and popularity of Club Sports on Campus, team's rosters are becoming larger and larger each year. So, having a company on board like TrueNorth is essential. Teams can have the confidence that the pricing and the ease of planning group ground transportation with TrueNorth will be unmatched." To get started booking group ground transportation, teams can contact TrueNorth Travel Solutions directly at 312-698-9894 or by emailing [sports@truenorth-travel.com](mailto:sports@truenorth-travel.com) to receive outstanding service and pricing. CollClubSports member teams need to mention discount code "CollClubSports" to ensure all benefits are received. If teams are interested in receiving a quote, they can visit [www.truenorth-travel.com/services](http://www.truenorth-travel.com/services) and enter all needed information. Requested quotes will be sent to via email to requester.

### CollClubSports "Player To Watch"



**Name:** Brittany Orton  
**School:** Kennesaw State University  
**Position(s):** 1B, 3B, OF  
**Scholastic Year:** Sophomore  
**Major:** Health Science  
**Nickname:** Britt  
**Favorites:**  
**Movie:** Grease  
**Food:** Mexican Food  
**Band:** Sugarland

*Brittany has been playing softball since the age of 4. She joined her first travel team when she was 11 and has been playing travel ball ever since. She found out about club softball through another college and decided to start a team at Kennesaw State when she transferred there in 2010. KSU had a Club Sports program, but it had no softball team and they were very supportive in getting the team started.*

**How did you first hear about the NCSA? What made you join the league?**

I went my freshman year to Georgia Southern and heard about it there and decided to try and start the program when I transferred to Kennesaw State.

**How did you go about starting the team at your school? Was it difficult?**

My Vice President [Lizzie Statham] and I began recruiting players, many of which are local girls that have

played with us or against us over the years of competitive travel ball and high school ball. We had open try-outs and took everyone that tried out that could make the commitment. The hardest part was handling all of the paperwork and getting the position players, such as pitcher and catcher, and making sure we had enough to field a team.

**You managed to qualify for the NCSA World Series in just your first season. What has made your team so successful this year?**

The success of our team is in the attitudes and experience of our players. We all love the game that we've played for years, but did not want to make the commitment of the collegiate level. We also were very fortunate to recruit 3 volunteer coaches that have supported us and worked hard to build the team we have today.

**How excited is the team to be playing for a National Championship in your home state of Georgia?**

We all have played in Columbus for summer and high school tourna-

ments and were very excited to be playing there again. We were all happy that we were able to beat the University of Georgia this weekend and qualify for the World Series, and even more excited to be undefeated.

**Anything else you would like to add?**

I would like to extend a special thanks to Kennesaw State University Club Sports Director, Laura St. Onge, for helping me every step of the way in getting our team started. I would also like to thank Lizzie Statham - our Vice President, Tessa Walden - our website and fundraiser person, and our coaches Katie Martin, Aaron Dean, and Cole Crowder. Without everyone's help, I could not have done it on my own.

**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](mailto:Pete.Chalfin@CollClubSports.com)

## OFFICIAL HOST HOTEL NAMED FOR NCBA DI WORLD SERIES

The Historic Columbus Marriott located in the heart of downtown Columbus, Georgia will serve as the Official Host Hotel of the 2011 National Club Baseball Association Division I World Series. This national championship tournament will feature eight of the top collegiate club baseball teams in the country and will be held at Golden Park in Columbus from May 27 – June 2, 2011.

“I am excited about having such a high class



The onsite Houlihan's Restaurant at the Columbus Marriott

hotel in an ideal downtown location – close to both the ballpark and the nightlife offered in Columbus,” said NCBA President Sandy Sanderson. “I think this is the perfect place for our teams to stay.”

This full service hotel has a Houlihan's restaurant onsite which is open for breakfast, lunch and dinner and features a 100-seat patio. The available guest services include in-room dining, business center, gift shop, guest laundry and package/parcel service. The leisure and recreational amenities include an outdoor pool and fully equipped fitness center. The hotel has several meeting rooms and offers onsite and offsite catering services. In addition to its proximity to Golden Park, the Columbus Marriott is within walking distance of many attractions including the fabulous Columbus Riverwalk, The RiverCenter for Performing Arts, The Coca-Cola Space Science Center and The Springer Opera House State Theater.

The hotel is offering a special discount rate for all qualifying teams and their fans. Please con-



The Columbus Marriott will serve as the Official Host Hotel for the 2011 NCBA Division I World Series.

tact the hotel directly at (706) 324-1800 or 1-800-627-7468 and ask for the NCBA fan rate. Additionally, all NCBA players will receive \$5.00 off the Houlihan's breakfast buffet and Internet fees will be waived for NCBA teams as well. For more information about the hotel, visit <http://www.marriott.com/hotels/travel/csgmc-columbus-marriott/>, or contact the hotel directly at (706) 324-1800.

## CURRENT NCBA & NCSA POLLS RELEASED

### NCSA February Top-15 Poll:

1. University of Florida (10)
2. University of Illinois (1)
3. Florida State University
4. Miami University (OH)
5. James Madison University
6. University of Georgia
7. Virginia Tech
8. University of Connecticut
9. Naval Academy
10. University of Colorado
11. The College of New Jersey
12. Ohio State University
13. East Carolina University
14. University of Michigan
15. SUNY - Cortland

**Next Poll Released 3/10/11**



### NCBA DII Week 36 Top-15 Poll:

1. Northeastern University (8)
2. Penn State University (DII) (1)
3. Rice University (2)
4. Southern Illinois University - Carbondale
5. College of William and Mary
6. Macon State College
7. SUNY - Binghamton
8. Longwood University
9. Hofstra University (1)
10. Virginia Commonwealth University
11. Fordham University
12. University of Kentucky (DII)
13. Pulaski Technical College
- T-14. University of Wyoming

**Next Poll Released 3/3/11**



### NCBA DI Week 37 Top-20 Poll:

1. Colorado State University (20)
2. Penn State University
3. University of Arizona
4. East Carolina University
5. Texas A&M University
6. Virginia Tech
7. Weber State University
- T-8. University of Georgia
- T-8. University of Illinois
10. Texas Tech University
11. Florida State University
12. Arizona State University
13. Central Michigan University
14. Western Washington University
15. University of California - Santa Barbara
16. North Carolina State University
17. SUNY - Cortland
18. California State - Long Beach
19. University of Wisconsin
20. University of Missouri

**Next Poll Released 3/10/11**



## OTHER NEWS AROUND COLLEGE SPORTS

There was a lot of news this past month within CollClubSports and its member leagues. A few key updates listed below.

-A few members of the University of Tennessee Club Baseball team put together a YouTube video for a class based on viral and online marketing. The video is currently up to 628 hits and can be seen here (<http://www.youtube.com/watch?v=Or1KGeTenuc>).

-After 10 years of dedicated service to the NCBA, John King has stepped down from his position as Director of Umpires. His protégé, Ryan Hastings, will be taking over his duties helping teams secure umpires.

-New teams have come on board the NCBA. The University of Alabama, and Virginia Military Institute (VMI) have been placed in the NCBA DII and will begin competing for the 2011-12 NCBA season.

-Several new teams have committed to the NCSA. The University of Vermont, Saint Louis University, and Michigan Tech have all joined for the 2011-12 NCSA season, while Texas A&M Corp of Cadets has joined for the 2010-11 season and is currently competing in the Gulf Coast Conference.

-7 of the 16 NCSA World Series Spots have been clinched. Kennesaw State University, The

College of New Jersey, University of Connecticut, University of Michigan, James Madison University, Miami University (OH), and the University of Illinois, have all earned spots in the 2011 NCSA World Series in Columbus, Georgia.

-The NCFE is welcoming new teams to the league for the 2011 season. Virginia Commonwealth University (VCU) and Miami University (OH) have sent in their League Participation Agreements.

-The results of the NCFE voting ballot that were created after the 2011 NCFE League Meeting were released. These results impact changes to the 2011 NCFE rulebook.