

BONUS POINTS

Sports Management Associates

December 2017

From the Chairman ...

As 2017 draws to a close, and with the Holiday Season upon us, we want to again express gratitude to our clients, partners and friends for their support in helping us sustain and grow our company for the last 24 years.

This was another busy year for us — with a number of changes on many fronts. As you will note under “Staff Updates”, we have had some turnover in staff — a fairly new situation for us. Additionally, several years ago, we began an internal transition process for a gradual decline in my involvement in day-to-day operations. This process continued this past year as Brett assumed more responsibilities as President of the company. This let me focus more on long-term strategies for our company, as well as for our core clients, and will allow for an orderly business continuation plan for SMA over the next several years.

We expect 2018 to be exciting and challenging — with the continued growth in GABL programs, geographical growth of KCFC programs, additional sites and expanded format for the Dick’s Tournament Series, and new and expanded events in rugby and golf. We know there will be no shortage of things to do.

As we enter our 25th year of business, we are grateful for the confidence all of you have expressed in us. We plan to continue to live our mission of serving our clients and partners in 2018 in line with our Core Values. On behalf of our team, best wishes for a Happy Holiday Season.

Rich Hunter



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Staff Updates

We said farewell to Kelsey Schriver, Devon Kirkpatrick and Lee Jarrell this year. Devon joined the SMA staff in August 2006 as a part-time merchandise coordinator. When the merchandise program was phased out several years ago, she assumed an administrative assistant/customer service role assisting customers calling in with issues or needing assistance with registrations, etc. After leaving the staff in May, she now serves as a paraprofessional with the Blue Valley School District.

Lee Jarrell joined the staff in November 2012 as an administrative assistant and left at the end of November. She was key in transitioning SMA's work with Metro United Soccer Club from marketing only to full-time administration. In early 2017, she assumed responsibilities with marketing and communications when Kelsey Schriver left the staff in February to accept another position. Lee joined the United Soccer Coaches staff in early December.

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We added a new team member in June of 2017. Vanessa McEachron came to SMA after working for Heartland Habitat for Humanity and Global Spectrum managing events and day-to-day operations.

Vanessa manages the administration of SMA's clients as well as assists in planning for outside events and programs.

She graduated from Central Missouri State University with a bachelor in Science in Travel and Tourism with an emphasis on event planning. She followed that up with a Masters in Science in Sports Business Management, also at UCM. She resides in Olathe, KS with her husband Buddy and their two daughters.

Collegiate Rugby Championship Qualifying Tournament



SMA Sports continued its development of rugby in Kansas City by helping to secure a National Qualifying Tournament of the College Rugby Championships (CRC) this past year. The championships are held in Philadelphia every year in Talen Energy Stadium. For 2017, the Heart of America Classic had a division exclusive to the CRC – with the champion gaining an automatic bid to participate in this exclusive event.

The event was held at the College Boulevard Activity Center in Olathe March 25-26. Teams that participated included Kansas State, Missouri, Nebraska, Iowa State, Oklahoma, Lindenwood, Michigan, Lindenwood-Belleville, Wyoming, New Hampshire, North Dakota, Minnesota, Arkansas, North Texas, Davenport, Ohio State and tournament champion American International College.

The 2018 event will be held April 14-15.

For more information on the Heart of America Classic, visit www.kcrugbytourney.com.

Sports Management Associates, LC

Rich Hunter
Chairman/CEO

Brett Hunter
President

Pam Broyles
Sr. Vice President

Josh Dillavou
Director of
Event Operations

Vanessa McEachron
Administrative
Team Leader

Pam Nicely
Administrative
Team Member

Kim Hunter
Administrative
Team Member

John Dehan
Officials Coordinator





Portfolio of Services

Sports Management Associates, L.C. (SMA) is a management and consulting firm that specializes in serving the sports and recreation business segments. We administer and manage programs and services that impact over 30,000 customers annually. We focus on the following service areas:

General Management - executive leadership to assist non-profit organizations in policy and program development, long-range strategic planning, and day-to-day management.

Administration to include finance, budget, office services, customer service, program registrations and meeting coordination.

Communications services to include advertising, promotions, media, websites/social media and branding.

Operations of programs, events, facilities, leagues; game scheduling, officials, coaches training and on-site staff.

Resource Development services to include corporate sponsors, special events, licensing, merchandise and fundraising.

Websites

SMA: www.smasport.com
GABL: www.gabl.net
KCFC: www.kcfootballcheer.org
KCFRC: www.kcrugby.org
www.kcrugbytourneys.com
www.dsgtourneys.com



Client Highlights

Great American Basketball League. After seeing a significant increase in 2016-17 winter program participation, the 2017-18 winter program experienced another slight increase. Camp participation also increased nearly 20% with camps being held during winter break, spring break and the summer. Nearly 600 youngsters participated in the camps in 2016-17!

The GABL Curriculum Program for coaches is in its third year and continues to receive positive feedback. Director of Coaching Ryan Hull and Curriculum Coordinator Jeff Zimmerman continue to fine tune a path for the inexperienced volunteer coach to manage a successful and fun basketball season for GABL participants.

Kansas City Football & Cheerleading. The long-time client of Football and Cheerleading of Johnson County (FCCJC) changed its name to Kansas City Football and Cheerleading, Inc. this year to more accurately reflect its constituency – the days of teams only from Johnson County had been gone for a good number of years. Teams this year from outside the Johnson and Miami counties area included Liberty, Savannah, Platte County, St. Joseph and Kansas City, Missouri. The flag program continued to increase and new cheer programs were initiated.

The organization also started a new relationship with Toca Futbol Club to rent the Heritage Park Football Complex for their soccer practices. KCFC was also the recipient of nearly \$10,500 in donations to its scholarship funds through two golf tournaments – the Kevin Crow Golf Classic and the Nicholas R. Moeder Charities Association Annual Golf Tournament.

Dicks Sporting Goods Youth Tournament Series. The DSG Youth Tournament Series continued in 2017 with youth basketball teams participating from throughout the metro KC area. The tournaments continue to provide the most cost efficient and value-added youth basketball tournaments in the area. The 2018 series is expected to expand to Jefferson City, Omaha, St. Joseph and Raymore, Missouri.

Kansas City Rugby Football Club. As KCRFC continued its annual pursuit of an invitation to the National Championship Tournament, it also expanded offerings to the rugby community. KC Rugby Tournaments and Events was created in early 2015 and is a subsidiary of KCRFC that hosts events to expand the game of rugby throughout the Kansas City area. In 2017, it hosted the Heart of America Rugby Classic, Midnight Madness 7's and Fountain City 7's.

Thank You for Allowing Us to be of Service in 2017



Thank You for Your Support