A note from Amateur Softball Association President Andy Dooley

Congratulations to all of the teams that can now call themselves Amateur Softball Association (ASA) of America National Champions. We are proud to have such talented athletes participating in our organization at all levels.

Thank you to everyone who participated in the Junior Olympic (JO) Championship that wrapped up earlier this month, from athletes to volunteers. A total of 1,653 JO teams participated in National Championship play with the highest attended tournament being the ASA/USA Softball Girls’ Class A 16-Under Fast Pitch in Chattanooga, Tenn., with 172 teams. While the numbers of our JO program are solid, I encourage everyone to think of how we can get more teams involved with ASA next year.

While the JO portion of the season is complete, a number of our adult teams will take to the field over the Labor Day holiday for their chance to be called a “National Champion”. Good luck to all of the athletes competing and best wishes to all the other people who make these tournaments happen, like our tournament directors, scorekeepers and umpires.

If you are interested in being an ASA representative for the 2012, please let me know as soon as possible. We need your commitment soon.

The 80th Council Meeting is quickly approaching, Nov. 5-11 in at the Hilton Myrtle Beach Resort in South Carolina. If you have not made your travel plans, please contact Journey House soon.

I am starting to put together the committees for the upcoming year. If you have any requests, please let me know. I am hoping to give everyone an opportunity to serve in an area that interests them so expect some changes.

JO CHAMPIONS

Season closes with crowning of ASA National Champions


The Amateur Softball Association (ASA) of America, the National Governing Body of Softball in the United States, completed Junior Olympic (JO) Championship play over the weekend crowning over 25 National Champions. Thousands of athletes, coaches and umpires representing all 50 states traveled to National Championship tournaments United States looking to take home the title of ASA National Champion.

A total of 1,653 JO teams participated in National Championship play with the highest attended tournament being the ASA/USA Softball Girls’ Class A 16-Under Fast Pitch in Chattanooga, Tenn., with 172 teams. The Next Level (Delamater) from Temecula, Calif. Was crowned the champion with a record of 9-1.

“We had a record number 172 teams in the 16U Nationals in

*National Championships continued on page 4

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A note from The Inside Pitch editor

Jamie Blanchard

Welcome to the August 2011 edition of The Inside Pitch, the official newsletter of the Amateur Softball Association (ASA) of America.

Congratulations to all of the athletes who recently competed at a National Championship, especially those who earned the right to be called a “National Champion”. Thank you to all of the “behind the scenes” people who helped make the tournaments enjoyable for all competitors, regardless of their team’s finish. We appreciate everyone who helps ASA continue to be the top softball organization in the country.

While the Junior Olympic (JO) season is complete, many National Championships, both adult fast pitch and slow pitch, will be decided in the next few weeks. We at the National Office are looking forward to welcoming a number of athletes to Oklahoma City in September and October and know that other cities are looking forward to hosting National Championships as well.

Although most of us at the National Office will sleep a little bit easier after our over 100 National Championships are complete, we still have a number of events coming up. Our 2011 USA Softball Women’s National Team heads to the Pan American Games in Guadalajara, Mexico, in October. The 80th Council Meeting will be held in Myrtle Beach, S.C., in November. And our Junior Women’s National Team heads to Cape Town, South Africa, in December for the 2011 Junior Women’s World Championship.

Even if you’re not making those trips, you can still stay informed with all the happenings through our Facebook and Twitter pages. Hope that you will check us out soon.

If there is anything that you would like to see on those pages, or in this newsletter, please let me know. I am always looking for new ideas.

Talk to you next month.

Apply for ASA Complex of the Year

Applications are now being accepted for the 2011 Amateur Softball Association (ASA) of America Complex of the Year presented by Stabilizer Solutions, Inc., the ASA announced today. Only facilities that hosted ASA league play or tournaments are eligible for the award.

The deadline to apply for the ASA Complex of the Year honor is September 1. To apply, submit the application to ASA’s Assistant Director of Membership/Stadium Events Chris Sebren at csebren@softball.org. Questions regarding the application process can also be directed to Sebren.

The winning complex will receive approximately $2,000 in field maintenance products from Stabilizer Solutions. The 2011 ASA Complex of the Year will also be recognized at the 80th National Council Meeting in November in Myrtle Beach, S.C., and will receive additional exposure in ASA publications.

Being a family member of Team USA has its benefits.

Take advantage of partnership travel discounts.

United has flown Team USA for over 30 years, and we strive to be the airline of choice for Olympic family members as well. That’s why we offer discounted fares for USOC/NGB associated events. Visit united.com/USOC to book your flight, or to learn more.
1,653 Junior Olympic teams participate in Nationals

Chattanooga, said Kim Swafford of Chattanooga ASA and tournament director for the ASA/USA Softball Girls’ Class A 16-Under Fast Pitch National Championship. “Our city was thrilled and the estimated economic impact was 3.6 million dollars. Most all the teams and the 200 plus college coaches were very complimentary of our city, the playing facilities and the tournament organization. It was miracle on the order of loaves and fishes, but we played 516 games without a drop of rain falling. We are grateful to ASA for giving us the nod and allowing Chattanooga to host this prestigious tournament.”


The ASA/USA Softball Girls’ Class A 14-Under Fast Pitch tournament was held in Midland, Texas where 103 teams traveled south with the Lasers GOLD from Canton, Ohio, claiming the top prize.

“It was an incredible experience,” said Lasers head coach Steve Gambone of Canton, Ohio. “We talked about making history and knew that no Ohio team had ever won this event. It was our goal from the beginning. Our team gelled together at the right time including the players, coaches, and families and then we just did it. We stumbled along the way a little bit and regrouped and on championship Sunday we went through everybody and now we are champions! I thought the facilities were great and considering the conditions of heat, Freddie and his crew did a great job. Everyone treated us so well from the photographers and people who tossed the coins to the tournament officials- overall a tremendous event.”

At the ASA/USA Softball Girls’ Class A 12-Under Fast Pitch in Montgomery, Ala., Firecrackers-Brashear of Chino, Calif. Won the National title of the 89-team bracket. Johnson City, Tenn. Hosted the youngest group of the ASA/USA Softball Championships with 31 teams competing for the 10-Under crown. Team Watley of Santa Ana, Calif. Took home the crown with a 5-0 record.

Other territory tournaments crowning champions over the weekend were the Fast Pitch Girls’ Class A 14-Under Western with 100 teams; 14-Under A Northern 54 teams; 14-Under A Eastern 51 teams; 12-Under B Eastern 36 teams; 10-Under A Southern 18 teams; and the Girls’ Slow Pitch for all ages included 58 total teams.

As results and orders of finish are received by the National Office from tournament directors, ASASoftball.com is updated with the information. Photos submitted by tournament directors are also posted on the ASA Softball Facebook page.
GOLDen win for Team North Florida in San Diego

Team North Florida of Dunnellon, Fla., claimed the 2011 ASA 18U GOLD National Championship with a 2-1 “if necessary” victory over Newtown Rock of Holland, Pa. on Saturday evening at the Sportsplex USA Santee location. Forcing the ‘if” game with a 5-2 victory in the championship game, North Florida finished the tournament with a 7-1 overall record. Representing the Southern Territory, they were led by Samantha Fagan who hit .438 for bracket play going 14-for-32. Pitcher Carley Hoover went 43.1 innings in bracket play and recorded 41 strikeouts and a .65 ERA.

Newtown Rock of Holland, Pa. finished the tournament at 6-2 representing Region 3. Leading the second place team was Lauren Gaskill who finished the tournament batting .407 with three home runs.

It was the third meeting of the two teams who met earlier today in the winner’s bracket final before meeting back up in the championship. Newtown took game one 5-4 before North Florida claimed the final two to bring home the hardware.

The bats stayed alive for North Florida in game two as they opened the “if” game jumping ahead 2-0 in the top of the first. Out of the gate Fagan connected on a base hit bunt followed by a Carosone single before Kelsey Carpenter earned two RBI with a line drive hit through the left side.

Newtown responded immediately in the bottom half of the inning scoring one run on a two out rally led by a single from Jessica Epler. Julia Kuhn was issued a base on balls before Julie Wambold drove a double to the right center fences putting Epler across home. A strike out ended the inning keeping N. Florida on top 2-1.

Newtown threatened with a tying run in the bottom second inning with runners at second and third with one out. A long fly out to left field looked to be a sacrifice to tie the game, but the arm of N. Florida left fielder Alex Powers launched a great throw to catcher Shellie Robinson who tagged out runner Tiarra Sanabria to keep the lead.

North Florida looked to increase their lead in the third inning loading the bases after two hits and a walk, but Newtown kept the game in reach with a ground out to close the inning.

Newtown kept their swings alive in the fourth with back-to-back hits from Wambold and Alden to start the inning. A fielders’ choice called safe at third loaded the bases but a force out at home recorded the second out. A line out to Fagan then stopped the Newtown momentum keeping North Florida on top 2-1.

North Florida had a chance to open up the game in the top of the fifth loading the bases on a pair of singles and a fielding error, but they left the runners stranded heading into bottom half of the inning.

Both teams were quiet through the sixth inning before Newtown brought in pitcher Greiner to relief starter Susan Wysocki. A double from Carpenter put a runner on board with one out, but a rundown of both Carpenter and batter Robinson after a single closed the inning. N. Florida held strong in the seventh taking home its first ever National title with the 2-1 final score.

From the circle, Hoover earned the win tossing seven complete innings with one earned run and two strikeouts. Leading all hitters was Fagan who was 3-for-4 with one run scored.


Other top team finishers included third place Texas Impact GOLD of Cypress, Texas; tied for fifth Wichita Mustangs of Wichita, Kansas and All American Sports Academy of Woodland, Calif.
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—Ron Radigonda, Executive Director of ASA

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Finding the funds to make your project happen can be difficult. However, focused and organized campaigns can put sports lighting well within your reach. Remember to target F.U.N.D.S. and you will have a great start.

FOCUS ON THE MESSAGE
- Develop a mission statement explaining the scope, need, and benefits of the project
- Create a plan that includes a budget, timeline, people, and a communication method

UNIQUE APPROACH
- Consider an event to meet a community need or perform a service
- Avoid copying a campaign that exists in your community

NETWORK
- Create a target list of prospective donors
- Secure a corporate gift, grant, or pledge to kick off your program and build credibility

DEDICATED PEOPLE
- Select a responsible and enthusiastic campaign leader
- Assign tasks to volunteers based on their talents and connections
- Seek assistance from fundraising professionals

SUCCEED
- Publicize your successes in the local media
- Celebrate with a recognition event and dedication ceremony

Don’t forget to plan for more than initial purchase of lights. It’s important to figure out how to cover the operating and maintenance costs down the road. Energy and operating savings offered by Musco’s Light-Structure Green™ sports-lighting system help make lighting affordable over the long term. Musco’s system is also backed by a 25-year warranty that covers all maintenance, including lamp replacements.

For more information on funding opportunities including Musco Finance™, or Musco’s Light-Structure Green™ sports-lighting system, click here.
Schedule released for ISF Junior Women’s World Championship in Cape Town

The 2011 USA Softball Junior Women’s National Team will open the 2011 International Softball Federation (ISF) Junior Women’s World Championship (19-Under) in Cape Town, South Africa, on Dec. 8 against Canada. The schedule for the tournament, Dec. 7-17, was released August 10 by host organization Softball South Africa.

“We are incredibly excited to start the tournament against one of the most competitive countries in our sport. To be the best, you have to play against the best,” Head Coach Karen Johns (Whippany, N.J.) said. “If our team wants to take home a Gold Medal from Cape Town, they have to be ready from the first pitch of the tournament through the last out in the Championship Game. I am confident that this group of young women has everything it takes to continue the great tradition of the USA Softball program.”

Following the contest with Canada, the U.S. is scheduled to play six other Pool A opponents: China on Dec. 9; New Zealand on Dec. 10; South Africa on Dec. 11; Botswana on Dec. 12; Czech Republic on Dec. 13; and Puerto Rico on Dec. 14. Playoffs are Dec. 15-16 with the Gold Medal Game scheduled for Dec. 17. The schedule is subject to change.

Team USA enters the competition as the defending Junior Women’s World Champions, having won 10-0 at the 2007 tournament in Enschede, The Netherlands. In the Championship Game, the U.S. topped Japan 3-1. Team USA has played in each of the six previous Championship Games held, defeating China for the inaugural title in 1987, losing to Japan in 1991, defeating Japan in 1995 and losing to Japan in 1999 and 2003 before reclaiming the top spot from Japan in 2007.

Japan plays in Pool B with Argentina, Australia, Brazil, Chinese Taipei, Germany, Russia and Zimbabwe. The Aussies won the Bronze Medal at the 2007, 2003 and 1995 ISF Junior Women’s Worlds.

The U.S. qualified for the upcoming Junior Women’s World Championship in August 2010 by winning the III Pan American Championships (18-Under) in Bogota, Colombia, with a 9-0 record that included two wins against Canada and another against Puerto Rico. In the Championship Game, USA Softball defeated Canada 3-1. The two teams also met in pool play during that event with the U.S. claiming a 3-0 victory. In the semi-final, the Americans defeated Puerto Rico 6-1.

Since competing in Bogota, the USA Softball Junior Women’s National Team competed in exhibitions against the 2011 USA Softball Women’s National Team earlier this summer in Tampa, Salem, Va., and Bowie, Md. The juniors will rejoin in Cape Town a week prior to the Junior Women’s Worlds for training.

Junior men split series Australian Sparks in California

Athletes attending the USA Softball Junior Men’s Development Camp at the U.S. Olympic Training Center in Chula Vista, Calif., split a July 28 doubleheader with an Australian club team, winning 23-5 before losing 11-3. The two teams also split a July 26 doubleheader, with the United States squad winning 17-2 and losing 5-1. The games are a part of preparations for the 2012 International Softball Federation (ISF) Junior Men’s World Championship in Parana, Argentina.

The USA developmental athletes blasted the Australia Sparks 23-5 in Game 1. Leading the attack was Joel Melendez (El Paso, Texas), who hit triple and home run with one walk and one strikeout. Austin Tuttle (Payson, Utah) tossed the final two frames, allowing two runs on only one hit, walking three and striking out three.

The tables were turned in the second game as Aussie Sparks topped the Red, White and Blue 11-3. As he did Tuesday, Joel Goodall stymied the American bats, allowing just one hit while fanning 15 and issuing three bases-on-balls. Michael Lewis (Amboy, Minn.) had the lone USA hit, a single in the first inning.

Jerlin Rutt (Bernville, Pa.) yielded three runs and four hits, striking out two and walking three over four innings. Melendez gave up three runs on a triple and home run in the fifth inning. Lewis gave up five runs in the last two frames on four hits, recording one strikeout and two free passes.

USA Softball Junior Men’s National Team Head Coach Tim Lyon noted his team progressed in some areas of the game from Tuesday’s doubleheader but regressed in other areas.

“We saw some good things today but we gave up too many walks, wild pitches and passed balls,” he said. “Our defense let us down at times and we took too many strikes at the plate in that second game. With the Junior Men’s World Championship only 15 months away, this group needs to play a lot of fast pitch games before we are ready to compete.”

Twenty six USA Softball Junior Men’s Fast Pitch National Team program athletes representing 11 states participated in the program’s second development camp of the summer, which ended July 29. In addition to the scrimmages with Australian Sparks, the athletes also worked on the advancement fundamental fast pitch skills. The final camp of the season was Aug. 4-7 in North Mankato, Minn.
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Women’s National Team headed to Houston

The Amateur Softball Association (ASA) of America announced Aug. 11 that the 2011 USA Softball Women’s National Team will face the Texas A&M and University of Houston softball teams on Sunday, Oct. 9 and Tuesday, Oct. 11, respectively, in exhibition games at the Cougar Softball Field on the University of Houston campus. These three exhibition games along with training in Houston will help prepare the USA Softball Women’s National Team for the XVI Pan American Games in Guadalajara, Mexico, Oct. 17-23.

Hosted by the Houston ASA, USA Softball will take on Texas A&M on Oct. 9 at noon CT in a doubleheader match up. On Oct. 11, USA Softball will play Houston at 7 p.m. CT. Both college teams were ranked in the ESPN.com/USA Softball Collegiate Top 25 during the 2011 season. Tickets, which are $10 for each day, are now on sale. Tickets cannot be purchased online but are available at Absolute All Sports (18741 Stuebner Airline Drive in Spring, Texas 77379) or by calling 281-655-7303. The ticket office is open 9 a.m. to 5 p.m. Monday-Friday.

Tickets can also be purchased by sending requests to Houston ASA (14210 Prospect Point Drive in Cypress, Texas, 77429). Tickets purchased through Houston ASA can be purchased by check only. Tickets can be placed at will call or will be shipped for a $5.65 fee for priority mail delivery.

USA Softball is coming off a Gold Medal finish at the World Cup of Softball VI and is seeking its eighth Pan American Title, seventh consecutive title.

“Our pre-Pan Am Games preparation is vital to our continuing ‘get better’ philosophy right now. Without the support of the Houston Amateur Softball Association, the University of Houston and Texas A&M University, this would not be possible,” said USA Softball Head Coach Ken Eriksen (Tampa, Fla.). “The people behind the scenes deserve all the credit in making this happen for us. Even though we experienced a little success this summer, we still have a lot of work to do in becoming a solid unit and by competing against great teams like Texas A&M and Houston, it will be a great step in that direction.”

Bill Sellars passes away at age 69

William “Bill” Wilbon Sellars, Jr., age 69, went home to be with the Lord on Tuesday, August 9, 2011 at the Hospice Home surrounded by his family. He was a native of Alamance County and the husband of Carolyn Prairie Sellars who survives.

Bill was the owner and operator of Adventures in Advertising Southern Style, an independent local advertising business, and he was the former owner and operator of Car-Ty Sales. He had attended Brookwood Church in Burlington for the past several years. Bill was a 1959 graduate of Walter Williams High School and following high school he played basketball on scholarship with Chowan Junior College. In 1998, he was elected to the National Senior Softball Hall of Fame in Spring, Texas near Dallas. Bill’s business allowed him the flexibility to play competitive softball on the national level. He was the coordinator for the Carolina Classics Senior Softball Tournament which just completed its eighth year. Bill was a proud member of the SPA (Softball Players of America). He played a major role in the growth and development of senior softball. Bill played ball in Alamance County for 5 decades with the talents God had given him. He was an avid golfer playing each year in various charity tournaments helping raise money for his community. Bill was a loving and devoted husband, father and grandfather.

Survivors include his wife, Carolyn Prairie Sellars of the home; daughter, Tyra Bennett and her husband, Greg of Asheboro; son, Chuck Sellars and his wife, Julie of Burlington; step daughters, Erica Jordan and her husband, Jay of Clemonns, NC and Dana Prairie of Aguadilla, Puerto Rico; seven grandchildren and numerous cousins.

Memorials may be made to Hospice and Palliative Care of Alamance-Caswell, 914 Chapel Hill Road, Burlington, NC 27215 or Brookwood Church, 1606 W. Davis Street, Burlington, NC 27215.
ASA
Men's B Slow-Pitch
National Championship

Compete September 2-4 for the ASA Men's B Slow-Pitch National Championship. The top two teams will receive reasonable transportation costs not to exceed the cost of fifteen airline tickets and eight hotel rooms paid for by ASA to compete in the Men's A Slow Pitch National Championship on September 29 - October 2 in Oklahoma City. This transportation can only be used by the players on the national championship final roster plus one manager and one coach - not to exceed 15 total persons.

For more information contact
Steven Embree - 405-425-3446 - sembree@softball.org

September 2-4, 2011
Oklahoma City

Entry Fee: $350
Deadline: August 28, 2011
Applications for inaugural ‘Bright Light Award’ due August 31

The Amateur Softball Association (ASA) of America and Musco Lighting unveiled a new national award called the “Bright Light Award”. This award honors an ASA registered Junior Olympic (JO) team who has shown a commitment to the community through service and volunteerism. The first of its kind, the “Bright Light Award” process includes an application form with detailed specifics for consideration.

Click here for the application.

“On behalf of Musco, it is an honor to partner with the ASA on the new Bright Light Award to recognize a team’s effort off the field in the community,” said Musco representative and two-time Olympic gold medalist Michele Smith. “Musco values team building and fun atmospheres that help develop strong relationships with youth, families and communities. This new Bright Light program should encourage teams to do more off the field to develop well rounded individuals, with the communities- as well as the athletes being the beneficiaries.”

The inaugural award winning team will receive $2,000 towards registration fees for any 2012 ASA sanctioned tournament in the United States. The winners will also be honored with 20 “Bright Light” T-shirts for their roster and staff as well as a banner for display. The award presentation will take place on November 6, 2011 in Myrtle Beach, S.C., at the ASA Annual Meeting Opening Session. (Winning team will receive one hotel room for two nights; must pay own travel costs.)

“This award is a way to recognize and give back to ASA Junior Olympic teams that are involved in the community and take time as a team to help others,” said ASA Executive Director Ron Radigonda. “We are thrilled to work with Musco, our official lighting partner, on this project to give back to the teams who make ASA shine everyday both on and off the field of play.”

The winning team will be selected by a panel of administrators from ASA and Musco, using the following criteria for evaluation:

- Service must be 100-percent volunteer in nature (no payment)
- Service must be performed as a team with 75-percent of the roster in attendance
- Team must be ASA Registered by August 31, 2011
- Service must take place January 1-August 31, 2011

The panel will take into consideration the following:

- Positive effect on community
- Number of people affected
- Impact of service to the team
- Total number of hours
- Total number of participants

The deadline for submission is August 31, 2011, and the winning team will be announced on September 15. Applications must be submitted via email to Julie Bartel at jbartel@softball.org. Applications can also be submitted to the address below.

Julie Bartel
ASA National Office
2801 N.E. 50th St.
Oklahoma City, OK 73111

National Softball Hall of Fame noms due September 1

Nominations for the National Softball Hall of Fame Class of 2012 must be submitted to the National Office by September 1, 2011. Only by Amateur Softball Association (ASA) commissioners, past presidents and commissioner emeritus can nominate and each can make up to two a year.

Nominees can be elected in the player and non-player categories.

Players nominated must be retired at least three years from active play at the national championship level and have been named to at least three ASA All-American teams, including two first-team selections.

All players who competed at the national championship play in fast pitch, slow pitch and modified pitch can be nominated for the Hall of Fame.

Players must get at least 75 percent (nine) of the votes cast by the 12-member ASA Hall of Fame Committee to be elected. Players can be submitted only three times. This can either be consecutively or at different years.

No more than five players can be elected to the Hall of Fame in one class. One player, however, can be elected in the old-timer category if there is a nominee who gets the required number of votes.

To have a nominee considered for the next year’s class, a nomination form must be completed and submitted to the National Office along with a scrapbook and other supporting documents highlighting the nominee’s career by September 1. All nominations will be considered at the ASA Annual Meeting by the Hall of Fame Committee.

Click here for more information. Additional questions can be directed to Holly Krivokapich at (405) 425-3431.
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• 15% bonus on all Base Points
• Complimentary access to hotel owned and operated health clubs during stays

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Achieve with 16 stays, 36 nights, or 60,000 Base Points
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†† Hilton HHonors points required for a free reward night range between 7,500 points for a Category 1 hotel and up to 80,000 points for Waldorf Astoria Hotel & Resorts
* Must be requested and is subject to availability  ** Please see program Terms and Conditions at HHonors.com for more details  † Not applicable to extraordinary demand dates as determined by the hotel

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In addition to redeeming HHonors points for complimentary nights, Hilton HHonors members can also redeem points for merchandise, vacation packages, unique experience rewards and more. Membership in HHonors is free. Travelers may enroll online by visiting JoinHHonors.com.
Background

The Missouri Amateur Softball Association (ASA) is a massive non-profit that oversees over 2,000 individual teams, 300+ umpires and thousands of players across The Show Me State. Missouri ASA offers teams for both young and old, male and female and for first timers and experienced players, as well. Summers are busy with games, statistics and logistics and the fall off-season is shrinking every year as parents, players and officials look to get next year’s information earlier and earlier.

Challenge

When you have thousands of eager softball players and hundreds of dedicated volunteers looking to you for information, clear, concise communication is going to be your top priority. Previous to discovering Clubspaces, Missouri ASA was using Microsoft Frontpage to build and maintain the official association website, which doubled as the primary communication tool.

Missouri state commissioner Joey Rich:

“The biggest thing that we use Clubspaces for is the association website itself. Microsoft Frontpage was okay, but it wasn’t a tenth as easy as Clubspaces. I can update my website from anywhere in the world, all I need is a computer. Before, I had to be on my computer with my software and it was nowhere near as easy to manipulate as Clubspaces.”

Solution

Missouri ASA made the move to Clubspaces two years ago and the transition was smooth.

“We did the initial testing with Clubspaces and we got a lot of extra attention from your staff in terms of how we were going to set the whole site up. I gave them an idea of what I’d like the site to look like and they came up with several possibilities for me to choose from. I was able to pick the general format and the colors, so that helped get it started.”

It wasn’t long before Missouri ASA began using Clubspaces for more than just website building. In the two years since their site went live, it has begun using Clubspaces dynamic online player registration, payment processing, state tournament scheduling, team creation and more. It is looking at adding umpire registration and management in 2011. Missouri ASA also links to the Clubspaces-driven national ASA website that offers additional resources for softball enthusiasts from coast to coast.

Clubspaces also helped to alleviate some of the communication and logistical issues Missouri ASA was having, as well. It utilizes a combination of social media, timed email blasts and frequent website updates to keep players, coaches and volunteers in the loop.

“You have to keep that information pipeline stocked up, you’ve got to have new information on your site or people will stop coming to it.”

Clubspaces is the Official Online League Management System of ASA

1.888.543.7223 | ActiveSports@ActiveNetwork.com | www.ActiveSports.com
Missouri ASA also uses its Clubspaces website to grant limited access to high-level volunteers so they can efficiently distribute forms, instructions and waivers.

“All district officers in our nine districts have access to a special page of forms that is used just by them and volunteers. There is a link on the main website that says “districts only” and “commissioners only” and they can go on there to save time. That page is the first place they look if they have a question and it is password protected so only they can get on there.”

Result

The goal of Clubspaces is to save coaches, volunteers and even league commissioners time and effort.

“I would say Clubspaces saves me a good six hours a month, and that’s probably conservative. Over the course of a year, I would say that Clubspaces saves me anywhere between 75 to 100 work hours. Saving this kind of time per year is a big deal. “

Missouri ASA is a vibrant, healthy organization that has more demands put on it every year and Clubspaces is helping to meet that challenge.

Clubspaces is the Official Online League Management System of ASA
SportaFence Portable Fencing

Product Description

SportaFence™ is a revolutionary new design that allows softball and baseball outfield fences to be easily moved from field to field. It quickly adjusts to specific field dimensions.

Advantages

- Custom design for every field
- Easy set-up
- Fast, on-the-fly, distance adjustment
- Quick, easy transfer from field to field
- Security for fields and events
- High durability
- High impact design
- Stores easily

Product Features

- Heavy-duty portable chainlink fence panels: 6ft H x 10ft L / Weight: 175 lbs. (also available in 5’H x 10’L)
- Constructed of durable galvanized steel with 8-gauge coated chainlink fence material.
- Connectors secure panels together to form one continuous fence.
- Legs collapse for easy storage.

References

ASA Official Portable Fence; NCAA Women’s Fastpitch “World Series” Division I, II & III Championships Series; City of Woodland, City of Santa Maria, Salem VA, etc.

“Fencing Without Boundaries”

ASA Championship Facility Oklahoma City, NCAA World Series 2010
Salem Virginia NCAA World Series 2011 Championship Game

SportaFence Marketing Enterprises, LLC
7485 Rush River Dr. Suite 710-316
Sacramento, CA 95831
(916) 715.6287 - sportafence.com
Register for the ASA Trade Show

Registration is now open for the Amateur Softball Association (ASA) Trade Show, which will again be held in conjunction with the ASA Council Meeting, scheduled for Nov. 5-11 in Myrtle Beach, S.C. Registration closes on October 1.

This year, the Trade Show is on Saturday, November 5 from 5-8 p.m., with all three hours open to ASA Council Members and other meeting attendees, at the Hilton Myrtle Beach Resort’s Palisades room.

Only 80 spots are available. The cost per-space is $500 for non-commercial and $650 for commercial preferred. Each booth space measures 10 feet by 10 feet, is carpeted and includes one (1) six-foot table, two (2) chairs, one (1) wastebasket, one (1) identification sign and side and back wall drapes.

For registration forms, please email Jamie Blanchard at jblanchard@softball.org.

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Sunday, 8-11 a.m.

LIVERMORE, CALIFORNIA
Robert Livermore Community Center

$200 PER-COACH
$175 if postmarked by September 1, 2011
Limited to 250 participants

INSTRUCTIONAL TOPICS INCLUDE
Hitting, pitching, catching, infielding,
outfielding, responsible coaching and
National Team coaching experience

INSTRUCTORS INCLUDE
Mike Candrea
USA Softball Director of Coaching Education and
University of Arizona Head Coach

Ken Eriksen
USA Softball Women's National Team Head Coach and
University of South Florida Head Coach

Mike White
USA Softball Women's National Team Assistant Coach and
University of Oregon Head Coach

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Questions? Please call (916) 962-1631 for information.