



AUGUST 2015

THE SPRING GAMES:

The latest information on the World's largest collegiate softball tournament

IN THIS ISSUE

Welcome to THE Spring Games

by Alison Strange, President PFX Athletics



Dear Spring Gamers,

Welcome to THE Spring Games Newsletter! Each month, this Newsletter will be provided to our registered Spring Games participants and posted on our website and social media outlets (@PFX Athletics).

At PFX Athletics, we are looking forward to the 2016 Spring Games and hope that the information provided in this monthly Newsletter will help keep you and your team up to date on the latest information for the Games.

Over the years, we have been excited to watch THE Spring Games grow! From 48 teams in 2008 to over 300 in 2015, the success of these Games is directly related to you, the coaches, players, administrators, parents, and fans! While some things – like

Dot Richardson and Bob Borak – have remained constant, others have changed. We hope you believe the changes are for the better!

PFX Athletics, a non-profit organization, took over management of THE Spring Games in 2014. When we were asked to take on this incredible and extraordinary opportunity, we knew that if we were going to keep you happy, we needed to listen and be constantly improving. Our non-profit mission is to open the doors of opportunity for women and girls through sport but our objective for THE Spring Games is to make them not only the biggest, but the BEST college softball games in the World. Your feedback is vital if we are to achieve this goal.

I hope that you enjoy these monthly updates, that you take advantage of the communication resources that we have created (and continue to create), and that you will partner with us in making 2016 the BEST Spring Games yet!

We'll see you in the Spring!

Alison



Meet Bob Borak
The Man behind the Games

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2016 THE Spring Games

LOGO DESIGN CONTEST

WIN 2016 SPRING GAMES T-SHIRTS FOR YOUR FAVORITE TEAM!!!

SUBMISSION RULES:
 Logo design must be submitted in a publishable electronic format
 Logo must be original artwork
 Logo must be emailed to THESpringGames@PFXAthletics.com by December 1, 2015
 Only one submission per email (send as many emails as you want!)
 Be sure to include your name and phone number.
 You must be 18 to enter

By entering this logo design contest, you agree that your artwork may be used, reproduced, sold, and published in all matters by PFX Athletics for THE Spring Games and promotional related to same. The artwork will belong to, owned by, and become a trademark of PFX Athletics. You agree all rights you would otherwise have to this artwork. Prize shirts will be given to the designer of the winning logo and 10 other favorite teams (up to 10 shirts for players, coaches, and administrative staff).

Submit your 2016 Logo Design

Last year, we had over 30 teams submit logo designs for the 2015 Spring Games. This year, we are looking forward to seeing what you have in mind! Follow the instructions in the flyer posted on our Facebook Group (THE Spring Games) and submit your design to THESpringGames@PFXAthletics.com by December 1, 2015.

Share your Stories!

Tell us about your experiences and share them with others

The 2015 Spring Games brought media and attention to Clermont, Florida from all over the World. We realized, though, that we left a lot of good information "on the table" so we would like to do a better job of getting your stories out. Let's face it, the more we are in the news, the more you are in the news (and that is only good for recruiting!).

We have several media available for you to share your stories.

- Facebook
- Instagram
- Twitter

Use whatever media works best for you! Just be sure to follow us @PFX Athletics and to include #springgames or #springgames2016 when posting.

If you are on Facebook, we have added a new group this year: THE Spring Games. This group is where we will be posting all of our



Photo courtesy of A-Block media
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new information (activities, photos, schedules, rain out information, game results, special discounts, etc.) so be sure to share this information with your parents and fans too!

As you gather information, news stories, photos, or videos pertaining to your trip to Florida this Spring, be sure to share them with us! We want to know about your individual experiences and what you enjoy the most about coming to Florida!

JOIN OUR GROUP ON FACEBOOK

If you have not already, join our new "THE Spring Games" group on Facebook. Be sure to tell your parents and fans!

FACEBOOK.COM
THE SPRING GAMES (Public Group)

REGISTRATION IS OPEN

But not for long!

For 2016, regular registration ends on October 1, 2015. After that date, registrations will only be accepted for available times and dates. To ensure that we have your schedules ready in time for the NFCA in December (our goal this year), please encourage all of the teams you want to play to register on time. Some of the benefits of early registration:

- We are better able to secure appropriate facilities. Late registrations and last-minute requests affect many teams (not just yours).
- We are better able to accommodate requested practice and game times.
- We are able to produce a schedule earlier (and with fewer changes).

COMMON REGISTRATION MISTAKES:

Every year, coaches make these common registration mistakes that cause problems with the schedule. Most of these issues can be avoided by ensuring that when you register you pay close attention to a few little details that will make a big difference:

- Be sure you confirm your travel dates and let us know if they change before November 1, 2015.
- Please be honest when you rank your team. We want you here whether you are an "A" or an "E."
- If you are bringing a JV team, be sure to submit a registration form for the JV team as well as the Varsity Team.



You may have noticed some of our changes at Legends Way Ballfields and our other sites last year. This year, we have even more in store! Be sure to check out our September issue for more in what you can expect at the fields in 2016.

ADOPT-A-TEAM IS BACK!



The Ambassador Program

An extension of our 2015 "Adopt-A-Team" Program, the 2016 Ambassador Program will introduce each team to a local "Ambassador." Think of them as your concierge and enjoy!

What you need to know

Spring is just around the corner!

FAST FACTS

October 1

Regular registration deadline

115

The number of teams currently registered for the 2016 Spring Games. It looks like a lot of teams are registering earlier than last year (thank you!) and we even have a few newcomers for 2016.

FOR MORE INFORMATION

You can always reach us on Facebook (@PFX Athletics) or via email. For Spring Games information, you can reach out to:

BOB BORAK

BBorak@PFXAthletics.com
(352) 241-4585 ext. 700

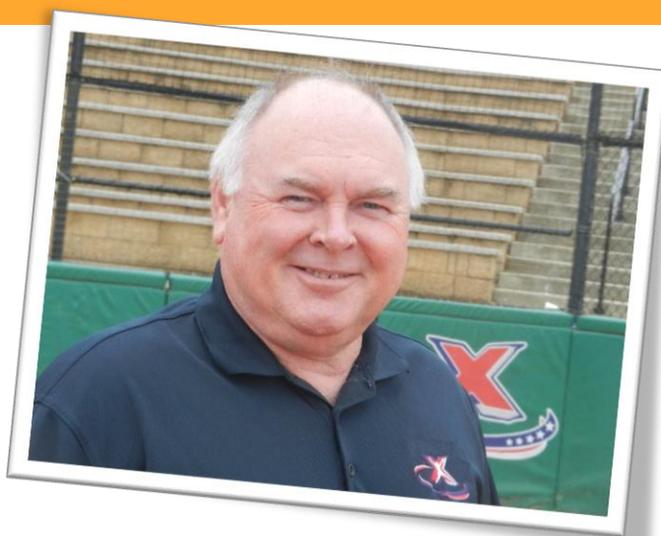
What we will be asking of you in the next couple months (keep an eye out):

- Be sure to join THE Spring Games group on Facebook and share it with your teams. It will have LOTS of good information as we get closer to the event.
- For referrals for any umpires you think would be good additions to our umpire crew.
 - Whether you would like to participate in the Adopt-A-Team Program this year (connecting with local children).
 - Whether you would like to participate in community outreach programs while you are in Florida (it's not all sun and games!).
 - Whether you would like to attend any church services while you are in Florida.
 - To pay your registration and game invoices!
 - Whether you would like any ancillary services (e.g., athletic trainers, motivational speaking engagements, or other services that would make your trip just plain better).
 - If you have not already, please email your team photo and roster to: TheSpringGames@PFXAthletics.com.

Meet Bob.

If you don't know him yet . . . you will!

If you have been to THE Spring Games before, odds are you have met Bob Borak on many occasions. The Vice President of PFX Athletics, Bob has been a part of the Games since it all began in 2008. From the moment your team registered until the last game when the teams and fans get on the plane to head back home, Bob makes it his top priority to make sure your team is healthy, happy, and ready for the new season!



Did you know?

When Bob isn't getting ready for THE Spring Games or fine-tuning the 50+ page, 300+ team schedule, he spends most of his time cheering on the Red Sox with his wife, Carole, to whom he has been married for 30 years.

Before promoting women's fast pitch through the PFX Tour (and now the non-profit arm, PFX Athletics), Bob was the President of Florida Professional Officials Association, an organization of which he is still an active member as a local college umpire. He brings his experience (both on and off the field) to The Games and our team.