



When I first opened Premiere Softball Academy, I had ideas and goals for the future for the growth and development of the kids. Plans which were laid out throughout strategy, planning and scheduling. The birth of the building was a huge steppingstone in beginning the process for your kid's future.

COVID took a toll on PSA and we had to close the brick and mortar. As sad as it was to empty out PSA and all our fun memories, we pressed forward and started lessons on ZOOM. We had a ton of support and lots of students continued to do online lessons.

As the year progressed, as you all know our children all became less engaged with any type of online classes. They tried, we tried, and I am sure you tried to keep them engaged... I know my daughter struggled with this!

Since COVID started I knew my path and journey with PSA was nowhere close to being completed ... it was time to create a new path.

And now .... the new path!

Many of you know before committing to private lessons, I formerly was a Division I Coach for Nebraska, Syracuse, and Texas-San Antonio. One of my primary roles was a recruiting coordinator. I traveled the country searching for student-athletes who fit the profile of our needs. Each school had different priorities, different recruiting angles and needs. The search was always fun, challenging yet sometimes a struggle.

I answered many parents' questions about our universities, our softball program, scheduling and time management, priorities of the student-athlete, logistics of sending their daughters across the country, the educational system and of course budgets/scholarships.

College recruiting has always stayed a very close place to my heart. I loved hearing the sound of the student-athlete committing to the university I worked at. I also loved hearing the voice of a student-athlete committing to their future, their goals, and their dreams. As hard as the rejections hurt as a coach, the commitments made each day a success.

Recruiting student-athletes is little to say hard and a grind. We as coaches traveled the United States, every weekend on airplanes in search for the very best student-athlete who would fit the profile of exactly what our needs were and what we ultimately desired to help our program grow and flourish. We would spend hours upon hours at the softball fields, in our offices

watching film and continuously searching for the right student-athlete and family. The recruiting process is not just about the student-athlete, but also about their entire family. Understanding the dynamics of chemistry and building dreams for everyone.

As PSA continued to develop and I noticed the growth of our athletes in the building, I knew the next path was starting to align.

Today, I am very excited to announce to you, the friends and family direct of PSA that I am growing the business in a new direction which will not affect lessons.

Premiere Softball Academy is now officially available for your college recruiting and promoting company. I invite you to visit the website to learn more about this exciting adventure. The angle is different, the recruiting is completely custom, and my goal is to create a brand for your child. We will highlight your child and their strengths, not only as a softball player but also as an individual. We will share their information with the colleges, college coaches and the universities in a custom website.

The journey of searching for the "perfect" college for your daughter can be scary, daunting, and very stressful. What if there was an option to relieve stress, create a FUN and exciting adventure while searching for your daughter's future.

The program helps to create your child's strengths while also teaching them about organization, deadlines, and timelines. You have a lot to do with this process, while setting them up for success.

Please join me for your child's future. I am welcoming 8<sup>th</sup> Graders – High School students to join our adventure together.

I will be hosting a free online ZOOM meeting in November to help educate you on the details of college recruiting. Until then, please take some time to look at the website: <https://www.psasoftballacademy.com/premiere-college-promoters>

If you have any questions, please do not hesitate in reaching out to me anytime. If you would like to schedule an appointment for college recruiting, you can book a spot on Vagaro: <https://www.vagaro.com/premieresoftballacademy/services>

Have a beautiful and blessed day!

