

High School Bowling KO's the Pins of Success in its Inaugural Season

Back in high school, I stood 5'6" wearing shoes, weighed 115 pounds soaking wet, and had a vertical jump that measured just under zero. Needless to say, the football and basketball teams turned their athletic noses up at me. I'm sure that many people can identify with me when it comes to not having the athletic prowess to have been on the varsity teams. However, now in high school, you don't need to have 17-inch biceps or run a 4.4 second 40-yard dash to be a member of a sports team. This past year, the high school bowling program wrapped up its first season back in March. For the first time, 15 high schools across the Baton Rouge area participated in this program that involved 150 high school girls and 200 high school boys this year.

The high school bowling program, which also includes a wheelchair division, was a product of a partnership effort between the **Louisiana High School Athletic Association**, the **Baton Rouge Bowling Proprietors Association**, and the Sports Foundation. **Malco Theatres** also assisted in this program as it owned and offered the use of the Circle Bowling Lane and Metro Bowl to the high school teams.

Each high school chooses their own bowling site to be their home base, where practice is held twice a week and then a match is played once a week. The championship this year took place at Metro Bowling Lanes on March 31st where the girls from Denham Springs and the boys from Bishop Sullivan rolled away as the Louisiana varsity champions.

Rick Bourgeois is the Vice President of **Malco Theatres** and a state coordinator through the bowling proprietors group. Bourgeois bowled on LSU's collegiate team from 1967 – 1971 and has been involved in the sport of bowling for nearly 30 years. He states that this program "is just a way to offer a sport that isn't reserved for the top 5% of the athletes." In addition, Bourgeois hopes that "the positive experience of what we had in Baton Rouge would make people want to get involved next year."

Jerry Stovall, President of the Sports Foundation, is also excited about the potential that this program possesses: "It was a tremendous experience and next year we will be rolling it out again... to the district level. Then we want to have the first official state bowling championship in 2005. Now what this does is give us a chance to elevate the sport of bowling to a high school level sport and give an awful lot of young people to be involved in high school athletics."

Nextel Mambo 10k Precedes Mardi Gras Events

The weather couldn't have been more perfect for runners as the crisp, cool air of March 1st greeted the nearly 750 runners and spectators who participated in the 5th annual **Nextel Mardi Gras Mambo 10k**. **Club South Runners** and the Sports Foundation hosted this event in downtown Baton Rouge. Just as last year, the course started out and returned to beautiful Nicholson Drive with a loop through LSU Campus past Tiger Stadium, Mike the Tiger's Cage, and the Parade grounds. Awards, music, jambalaya from *The Jambalaya Shoppe*, fruit, and more awaited the runners at the **Sheraton Baton Rouge Capital Atrium** as a prelude to the Spanish Town Parade. *PowerAde*, *Coca-Cola*, and the *Mockler Beverage Company* provided beverages for this event.

The 10k began at 8:00 a.m. followed by the one-mile fun run at 8:10 a.m. The age groups for the 10k varied, with runners under the age of 14 to those who were 75-81 years young. Twenty-four-year-old Solomon Kandie blazed through the 10k in the outstanding time of 31 minutes and 39 seconds to capture the overall male title. The overall female winner of the 10k was 21-year-old Lindsay Daigle who clocked in at 38 minutes and 6 seconds. Marshall Montet and Amy Callender were winners of the one-mile fun run for males and females, respectively.

Souvenir long-sleeve shirts emblazoned with the 2003 Nextel Mambo logo were provided for participants in the race. After the race, participants were invited to attend the rolling of the Spanish Town Parade and then visit New Orleans for the Saturday night parades.

BREC and the Sports Foundation Enjoy a New Partnership

The Sports Foundation is excited to announce the formulation of a new partnership with **BREC**. The partnership is intended to utilize the strengths of BREC and the Sports Foundation. BREC has long provided facilities for the Baton Rouge sports community. On the other side, the Sports Foundation is able to manage athletic events using volunteers and to coordinate the various functions related to the event.

Jerry Stovall, President and CEO of the Sports Foundation, has the following to say about this partnership: “With this partnership, the Sports Foundation does not have to get into the facility business, and BREC does not have to get into hiring individuals to bring the sports to the community. It upgrades the quality of what our community has to play on. It gives us an opportunity to bring in bigger and better events for our community to have a greater economic impact”.

BREC is currently building a new softball complex consisting of two pinwheels of four fields each. The **Baton Rouge Foundation** gave the land on which this complex is being built. The first pinwheel will be completed by July, while the second pinwheel will hopefully be completed within the next year. This complex will be used, among other things, to facilitate the many teams competing in the annual summer softball series.

The Sports Foundation is confident that through this partnership, a minimum of 30 tournaments consisting of 40 teams per tournament will be held each year at this new complex. There is an average of about 20 participants per team and, based on past figures, 2-3 spectators travel with each participant. Break out the calculator, and you will see that the Sports Foundation estimates that 75,000-100,000 people will come to these tournaments each year. Stovall and the Sports Foundation estimate that this will bring a significant economic impact of 25-35 million dollars a year into the Baton Rouge community.

This partnership would not have happened without the board approval of BREC and of the Sports Foundation, the cooperation of the different softball organizations, the Baton Rouge Area Foundation, and the efforts of former superintendent Gene Young and current superintendent of BREC Mark Thornton.

Come and Grow With Us

Over the years, **through the teamwork of the local community and the Sports Foundation**, Baton Rouge has enjoyed a strong reputation among state, regional, and national governing bodies as a Host City for athletic events. Some examples of events hosted in Baton Rouge include: **International Special Olympics, U.S. Olympic Festival; two Summer National Senior Games – The Senior Olympics; NCAA Outdoor Track & Field Championships; Women’s International Bowling Congress; USATF Jr. Olympic Championships; 1996 Host City Olympic Flame; USA Olympic Baseball Exhibition, and multi NCAA Regional Baseball Tournaments.**

We have identified 43 amateur sports in our community with over 100 sport coordinators. Quite commonly, these coordinators are **local moms and dads** who help to facilitate these activities. Furthermore, there are thousands of **volunteers** citywide who make these events happen. On the other end, the **corporate community** provides a strong sponsorship base by lending its reputation, energy, and resources to all of these efforts. Lastly, Baton Rouge is able to boast many quality venues from **local high schools, Southern University, Louisiana State University, and BREC.**

As you can clearly see, success in this "Industry of Sport" requires the cooperation of many people and organizations. The Sports Foundation's "Team Baton Rouge" approach allows us to match our strengths and our facilities with the right events. Using this philosophy, we help generate a conservative annual **\$10 to \$12 million dollars of estimated economic impact** for the community. We hope that you will **become a part of the team.** The annual cost for an **individual membership** with the Sports Foundation is a **mere \$100**, while the annual cost for a **corporate membership** is **only \$1,000.** Benefits of an individual membership include text mention on our website, text mention in our newsletter, and two Sports Foundation tee shirts. Benefits of a corporate membership include text mention on our website, text mention in our newsletter, *five* Sports Foundation tee shirts, and access to speakers' bureau. Through your membership, together we can help make Baton Rouge the Amateur Sports Capital of the South!

Baton Rouge Honors its “Heroes”

Especially with the present-day events, America is more than ever recognizing the astounding courage and sacrifices of our heroes. As such, Baton Rouge honored its heroes at the **2003 Hibernia Heroes Run** on June 14. This inaugural event honored heroes such as military personnel, police officers, firemen, nurses, parents, and grandparents. The event was produced by the Sports Foundation, **Club South Runners**, and **Clear Channel Communications**. The run coincided with the **4th Annual Hibernia KidsFest**. The KidsFest allowed parents and children to enjoy a day of family entertainment, crafts, activities, educational interests, and much more.

The 1-Mile Fun Run/Walk began on June 14th at 8:00 a.m. while the 3-Mile Run began minutes later at 8:30 a.m. Both races started and finished in beautiful, downtown Baton Rouge adjacent to the Centroplex. The racecourse traveled up River Road, around North Boulevard, up Fourth Street, and around the Capitol before returning down Fourth Street, North Boulevard, and River Road. All paid registrants received free Coke products from *Coca-Cola*, Budweiser from *Mockler Beverage*, jambalaya from *The Jambalaya Shoppe*, and doughnuts from *Krispy Kreme*.

A portion of the proceeds from the **2003 Hibernia Heroes Run** and the **Hibernia KidsFest** benefited the **Louisiana Children’s Trust Fund**. **The Louisiana Children’s Trust Fund** serves as a catalyst for child abuse and neglect prevention efforts in Louisiana. Among its responsibilities are the creation of the plan for prevention of child abuse, presentation of its annual review to the Governor and Legislature, and the funding of community-based child abuse and neglect programs to public and non-profit organizations through its grant process.

Jaguars Roar in the SWAC Championships

The 2003 Southwestern Athletic Conference (SWAC) Baseball and Softball Championships took place on May 2-4, 2003 at Lee-Hines Stadium on the campus of Southern University. Both Jaguar teams came away from their respective tournaments as champions. Congratulations to both teams for their outstanding seasons.

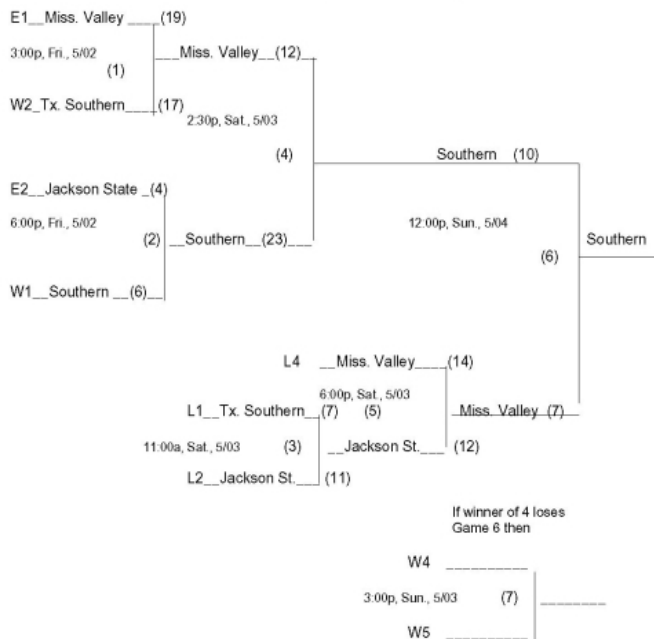
The first two days of the 2003 SWAC Baseball Championship were sellouts. This huge amount of support was the driving force behind the success of the Jaguar Baseball team and the SWAC Championship Tournament in general. The Southern Jaguar Baseball team enjoyed a wonderful run this season that culminated at the NCAA Regional Tournament. Roger Cadore, Head Baseball Coach, said that his club was “able to operate as a close-knit unit and overcome obstacles such as being on the road for the first month and a half.” In the end, Coach Cadore stated that his “team was better because of these obstacles.”

When asked to comment on the 2003 SWAC Softball Championship, Nancy Marshall, Head Softball Coach, stated that she “really enjoyed having the SWAC Championship on Southern University’s campus again.” Coach Marshall also said that the Jaguars season was rough in the beginning, but that her team ended the season the way that they wanted to by participating in the tournament, playing Prairie View A&M in the title game, and defeating Prairie View A&M to capture the SWAC Championship. Coach Marshall also believes that her team will only be better next year, and with only two players graduating from the team, who can argue with her.

Congratulations to Rickie Weeks for being selected as the number two overall pick in the Major League Baseball Amateur Draft held on June 3, 2003. Congratulations are also in order for Dewon Day for signing with the Toronto Blue Jays on June 1, 2003 and for Head Coach Roger Cadore for being named as the 2003 SWAC Baseball Coach of the Year.

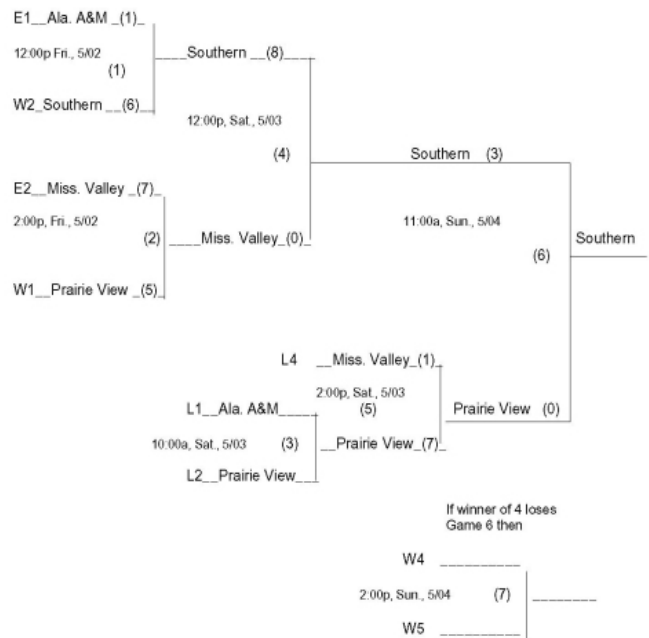
SWAC Baseball Tournament Bracket

May 2-4, 2003
Baton Rouge, LA
Lee-Hines Field, Southern University



SWAC Softball Tournament Bracket

May 2-4, 2003 Baton Rouge, LA
Lee-Hines Field, Southern University



The Summer Softball Series is Here!

With summer now here, the community of Baton Rouge is set to enjoy its usual array of summer activities---- have barbeques, go swimming, eat watermelons, and enjoy great softball tournaments. Once again, four sizzling softball tournaments are being brought to town with the cooperation of the Sports Foundation and Rose Dedon, state junior Olympic coordinator from the Amateur Athletic Association (ASA).

The first of these highly anticipated tournaments is the 7th Annual Bird Dedon Memorial Softball Tournament. This event, which is scheduled for June 20th – 22nd, features female softball teams aged 10-18 competing for the championship at BREC's Independence Park. Nearly 500 athletes and 500 spectators are expected to be involved in this tournament.

The Baton Rouge Softball Classic will be held June 27th – 29th and will also take place at BREC's Independence Park. Female teams aged 10-18 will be competing in this event, which is expected to bring in 500 athletes and 500 spectators.

The LA State Girls 12 & Under Fast Pitch will hopefully produce an assortment of “softball fireworks” as it will be held during the Fourth of July weekend. The final tournament of the summer softball series is the ASA Southwest Regional Fast Pitch Championship that will take place from July 18th-20th. One pinwheel of BREC's new softball complex is scheduled to be completed in time to display these great softball tournaments.

For more information regarding these summer softball tournaments please contact Rose Dedon by phone at 225-924-6591 or by e-mail at dsoftballrose@aol.com.

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The Baton Rouge Area Sports
Foundation is a 501 (c)(6) non-profit
organization incorporate in the State of
Louisiana.

For comments and questions please
contact Vincent Trinidad at the Baton
Rouge Area Sports Foundation.

Our Mission Statement:

The mission of the Foundation shall be to assist in securing and staging of stateside, regional, national, and international sporting competition and special events for the Greater Baton Rouge Area, thereby having a positive economic impact on the community.

*"Individual commitment to a group effort-----
that is what makes a team work, a company
work, a society work, a civilization work."*

Vince Lombardi