

## The Cheerleading Agency



The Cheerleading Agency LLC is a full service coaching & personal representation cheer agent organization. We connect the right agent to the cheerleader who is seeking to get on a college cheer team, we connect the coaches to the cheerleaders and the cheerleaders to the team that will be right for them and we work with both the cheerleader and the parent to make sure that they received a personalized plan for success in their future. The Cheerleading Agency will have Agents in 50 states plus Canada by March 2009.

Located at 6801 Hillside Court, Indianapolis, IN. The Cheerleading Agency is a new company but it is "already at full speed." "This is our season now," President and Cheer Agent, Patrick Cowherd says "we really want to focus early on the college cheer recruitment process because April is just around the corner – so we will work year round but mainly from November – March with those cheerleaders who want to be joining a college squad for the upcoming college year."

For specific information on the Combine and/or joining The Cheerleading Agency, visit [www.thecheerleadingagency.com](http://www.thecheerleadingagency.com) or call Patrick Cowherd at 317-518-6427 for more information.



## VARSITY SPIRIT

### Exciting News from Varsity

Varsity has spirit, yes they do. They have spirit, how about you? This holiday season Varsity Spirit and PBeen will bring a little "cheer" to your home and office everywhere with Varsity Cheer. A new way to cheer for your favorite team, fan to root for their team with the help of PBeen USA at home or on the go. Varsity Cheer is available on PBeen.com.

Now new to the website of Varsity.com, which will have new interactive features and content. Cheerleaders and coaches will now be able to help in choosing the size, choosing a palette to match the school or team's colors, a site mascot, and can interact to create visitors will also greet visitors as they check out the site.

For more information on Varsity Spirit and PBeen, visit [www.varsity.com](http://www.varsity.com)



## School, Recreational & All-Star Happenings

# In The Know



### SITA Elects New Chairperson and Vice Chairperson for 2009

Todd Kopp, owner of Core Athletics, was recently elected the SITA Chairperson for 2009 and Debbie Bracewell, Executive Director of NCSSE, has been elected the SITA Vice Chairperson. The 2009 SITA Executive Committee consists of: Todd Kopp, owner Core Athletics – Chairperson; Debbie Bracewell, executive director NCSSE – Vice Chairperson; Steven Wedge, owner COA – Treasurer; and Serena Andrews, owner Coastal Corporation – Secretary.

SITA Board Members for 2009 are:  
 Cheer Ltd. Core Athletics  
 America's Best Cheer Coach and Advisor Magazine  
 COA All Star Outfitters  
 AmeriCheer NCSSE  
 Spirit Cheer

You can learn more about SITA at [www.spiritindustrytrade.com](http://www.spiritindustrytrade.com).

### The Coastal Corporation's Cheer for Our Troops

On November 5<sup>th</sup>, over 500 cheerleaders from across Maryland showed their spirit when they came together for the "Cheers For Our Troops" event, assembling 100 Thanksgiving care packages for the 224<sup>th</sup> National Guard Medical Relief Unit from Laurel, Maryland. The cheerleaders decorated and packed boxes with 20 various items including footballs, cameras, games, snack foods, chap stick, stationary and hand wipes. Each team donated 100 of a designated item, and donated \$50 to ship the boxes, which went out on November 7, and will arrive in time for Thanksgiving. Guest speakers included Brigadier General Annette Deener of the Maryland National Guard, and Martha King of the Annapolis Family Assistance Center for the Maryland National Guard.

Coastal will continue to host an annual philanthropic initiative that will involve Maryland cheerleaders and recognize the great sacrifice of our Troops! You can learn more at their site [www.thecoastalcorporation.com](http://www.thecoastalcorporation.com).

