



Steel Curtain U to lead sponsorship charge thanks to partnership with CCCAA

With 110 colleges and more than 2.4 million students - including approximately 24,000 that play intercollegiate athletics - the CCCAA believes it's an attractive target for potential sponsors.

Steel Curtain U, which focuses on realizing those opportunities for its clients, agrees.

"We're an almost blank canvas when it comes to sponsorships and Steel Curtain U is the right partner to help us paint it," said Jennifer Cardone, Interim Executive Director. "We believe we have a lot to offer potential sponsors and with Steel Curtain's experience and resources, we feel they're the perfect match."

Steel Curtain U, the college sports division of Steel Curtain Consulting, serves as a sponsorship development resource for nearly 20 conferences and associations at the NCAA Div. I, II and NAIA levels. The multi-media rights and sponsorship represen-

tation agreement is the first ever for the CCCAA, which is also the first two-year association added to Steel Curtain's portfolio.

Consulting. "The CCCAA has a rich history of Hall of Fame talent and an amazing aggregation of colleges throughout the state

and marketing opportunities are immense and untapped.

"The CCCAA is a sleeping giant in the sponsorship space and we plan to pursue possibilities that will help change that."

Steel Curtain U is based in Dallas, Texas, and works to integrate brands on the national, regional and local levels to drive revenue for small college governing bodies.

Among the NCAA Div. II conferences it partners with in the western United States are the California Collegiate Athletic Association, Great Northwest Athletic Conference, and Rocky Mountain Athletic Conference. It also partners with The Summit League (Div. I) and Golden State Athletic Conference (NAIA).

The agreement between the CCCAA and Steel Curtain U was approved by the CCCAA Board of Directors in February.



"We're excited to be partnering with CCCAA, which is a powerhouse organization in college sports," said Darin David, President of Steel Curtain

of California. There is a wealth of engagement opportunities across championships, media, and promotion with millions of students and alumni. The brand

From the Interim Executive Director's Chair



Jennifer Cardone

I was a utility softball player my freshman year at Adelphi University back in the 1980s. In other words, I played wherever I was needed but the bottom line I was in the role was because there were others more experienced than me.

It reminds me of my role with the CCCAA, a role that's taken

a seemingly different shape everyday. Our pandemic world has given us all new challenges but it's also presented us new opportunities and both go hand in hand.

For me, it's allowed me to hark back to my utility roots and help wherever I'm needed but to also realize there are many areas where the CCCAA benefits from the experience and expertise of our membership.

I like to say that teamwork makes the dream work and it's

because of the entire association, from the leadership of our Board of Directors, to our 110 athletic departments, to our nearly 24,000 student-athletes, that we've made it this far over the past 12 months. Yes, we've all wanted more but given the circumstances, we should all be proud of what we've achieved.

So, with that, let me pivot into a few updates. (For the record, I graduated from that utility role to three years as the starting shortstop for Adelphi, including in

Thank you to our partners!



Cardone cont.
1988 when we went to the College World Series.)

COVID-19 UPDATE
There aren't enough pages for me to adequately summarize all of the items dealing with COVID-19.
However, we've reorganized our information page for all pandemic issues and invite you to check there (www.cccaasports.org) with any of your questions.
Spring II season opt-in/opt-out information, modifications made due to COVID, news releases, testing and return to play guidelines are among the updated items available.

All of the information is important and it is constantly being updated and revised as more information is learned, so be sure to bookmark the page and use it as a reference.
Thank you to the COVID-19 Work Group for its diligent work. The questions are constant but the WG is committed and it's appreciated.

BE CAREFUL OF PHOTOS YOU POST
It's easy to use the internet to find a photo for your website, usually of a former student-athlete or coach who has gone on to do bigger and better things.
But as Mike Robles, Director of Communication, pointed out to me recently, be careful. That's a lesson learned by an organization affiliated with the CCCAA that was recently dinged several hundred dollars for using a photo that was taken by the Associated Press. They're not alone. Companies are in business to find the photos.

It's permissible to use AP photos but that permission costs money and the AP is very protective of those rights. In this particular instance, the photo was posted on a page not easily found but automated software searched, resulting in a collection notice.
Being a non-profit or educational entity doesn't provide protection and not even writing something as benign as a personal blog will do the trick. Look elsewhere for photos and seek permission from the owner, and it's a good idea to even search your website now if you think there may be one lurking somewhere. If so, remove it.
If you see an AP photo you want to use and are willing to pay for it, contact Mike Robles and he can help you navigate the process to obtain the rights.

Annual Convention heads to virtual world in 2021

The pandemic may have negated the opportunity for the CCCAA membership to gather for its annual convention but the opportunity to learn, celebrate and meet will still be available thanks to the virtual world.
The CCCAA Convention, which will be held March 30-April 2, was scheduled to be held at the Ontario Doubletree Inn for the first of three consecutive years. However, plans to gather in Ontario are delayed to 2022.

"The pandemic has forced everyone to do things in different ways and holding our convention online is certainly new for us," said Jennifer Cardone, Interim Executive Director. "However, we're committed to still providing our membership, affiliate organizations and others the structure to meet and exchange ideas."

Frank Harris III, Co-Director of the Community College Equity Assessment Labe (CCCEAL) at San Diego State, will provide one of the event's highlights as the keynote speaker. His presentation, "Better Off Balling: Advancing Equity & Student Success in CC Athletics" will be held on Wednesday, March 31 at 8:30 a.m.

Get to know Director of Championships George Mategakis

The CCCAA annually conducts 25 state championships and Director of Championships George Mategakis is behind all of them.
Since 2009, Mategakis has coordinated the organization and administration for each one and is on site for as many as possible. He relies on host schools to help with many of the logistics and builds good teamwork among everyone involved to help make the championships memorable.

The CCCAA recently began giving commemorative hats for every state champion, an idea from Mategakis that has been enthusiastically received.

Mategakis, a native of Athens, Greece, and a former high-level field hockey player, also oversees many of the existing CCCAA sponsorship partnerships and ball contracts.

Celebrating the past and present has not only been among the most anticipated parts of the convention but it's also brought memorable stories and tributes with the Celebration of Student-Athletes and Honoring Our Own luncheons, and the CCCAA Hall of Fame Dinner.

The Honoring Our Own and Hall of Fame events will be moved to next year when the 2020, 2021 and 2022 honorees will be recognized. However, the CCCAA's Scholar-Athletes of the Year, Honor Roll and Scholar Teams,

as well as the 3C4A Achievement Award winners (Tasson Thomas, Allan Hancock College; Kimberly Izarraras, Long Beach City College) will still be fêted during a virtual celebration on Wednesday at 11:30 a.m.

General sessions are scheduled on esports, a review of the Student-Athlete Health and Wellness Survey, and a presentation from the 3C4A on assisting student-athletes through the COVID-19 pandemic.

All events are open to everyone except where noted on the schedule. A complete schedule with details is [here](#).



Oakley-Stilson, Clark named CCCAA Scholar-Athletes

Glendale College women's basketball standout Tess Oakley-Stilson and Ohlone College men's water polo leader Nathan Clark have been named the 2019-20 Female and Male Scholar-Athletes of the Year.
The CCCAA Scholar-Athlete awards combine excellence in academics, athletics, and citizenship.

Oakley-Stilson, a 5-foot-6 wing from nearby La Cañada, led Glendale with a 14.9 scoring average in 2019-20 and helped the Vaqueros advance to within one game of the state championship tournament before finishing their season with an impressive 27-3 record. She had eight games with at least 20 points, including a season-high 28 against Santa Rosa Junior College early in the season.

As much as Oakley-Stilson shined on the basketball court, her light was even brighter in the classroom where she earned her A.A. degree in English with a perfect 4.0 GPA while garnering Dean's Honors.
She has eyes towards veterinary school and will take the next step towards that goal when she transfers to UC Santa Cruz and plays on the women's basketball team after deferring enrollment to Fall 2021.

She was named the Glendale College Female Athlete of the Year, received the Dr. Paul Schlossman Scholar Award, was a CCCWBCA Academic All-State and third-team All-State honoree, and was



Nathan Clark playing pursuits, Oakley-Stilson coaches at the parks and recreation, and high school levels while also volunteering with the Glendale team.

Clark, a 5-9 utility player for the Renegades, prepped at Washington High School in Fremont before helping Ohlone reach the Northern California Regional Championships for the first time in more than two decades. He was an All-Coast Conference and All-NorCal Regional selection, scoring 90 career goals and compiling 45 assists. Clark was also a strong defender, drawing a team-high tying 27 exclusions as a sophomore.

He finished his academic career at Ohlone with a sparkling 3.93 GPA, picking up A's in courses such as Financial Accounting, Managerial Accounting, Business Law, and Calculus for Business and Social Sciences. Clark earned perfect 4.0 GPAs in three semesters, earning A.A. degrees with Highest Honors in Human Development Studies, Business, and Business Administration. Additionally, he received a Certificate of Achievement in Accounting.

Clark has also given back to the local community, volunteering to read to children at local elementary schools while also talking about the importance of attending college and participating in sports. He also led his team's Holiday Donation Drive.



Tess Oakley-Stilson

CCCAA Scholar-Athlete Honor Roll

WOMEN Name	Conference	School	GPA	Sport
Emily Campidonica	Coast	Cabrillo	4.00	Swim/Dive
Destiny Chavarria	Coast	Gavilan	3.85	Volleyball/Softball
Sophia Cortina	Western State	Moorpark	4.00	XC/Track
Alejandra Fernandez	Central Valley	WH-Lemoore	3.79	Basketball
Kelly Fondersmith	Bay Valley	Solano	3.75	Soccer
Mina Nakawake	South Coast	El Camino	4.00	Softball
Breesia Northern	Golden Valley	Redwoods	4.00	Basketball
Savannah Ornelas	Inland Empire	Chaffey	3.80	Soccer
Alondra Osuna	Pacific Coast	Southwestern	3.94	Soccer
WOMEN Name	Conference	School	GPA	Sport
Rylan Gray	South Coast	Long Beach City	3.85	Track & Field
Owen Hamilton	Bay Valley	College of Marin	3.98	Baseball
Noah Haynesworth	Coast	Skyline	3.50	Basketball
Abraham Iniguez	Big Eight	Folsom Lake	4.00	Soccer
Jovanhy Martinez, Jr.	Pacific Coast	MiraCosta	3.97	Soccer
Han Seung Seo	Western State	Glendale	3.94	Baseball
Christopher Watkins	Central Valley	Clovis	3.94	Cross Country
Kilian Zierer	Western State	Canyons	3.73	Football



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CCCAA Scholar Teams

2019 Fall Sports	School
Basketball (Men)	Citrus
Basketball (Women)	Moorpark
Cross Country (Men)	Santa Barbara City
Cross Country (Women)	Ventura
Golf (Women)	Canyons
Soccer (Men)	Fullerton
Soccer (Women)	Santa Barbara City
Volleyball (Women)	De Anza
Water Polo (Men)	Cuesta
Water Polo (Women)	Santa Barbara City



2020 Spring Sports	School
Badminton	El Camino
Baseball	College of Marin
Beach Volleyball	Moorpark
Golf (Men)	Glendale
Softball	Allan Hancock
Swim/Dive	Cuesta
Swim/Dive	Cuesta
Tennis (Men)	Folsom Lake
Tennis (Women)	Santa Barbara City
Track & Field (Men)	Cuesta
Track & Field (Women)	Cuesta
Volleyball (Men)	Long Beach City