



LYNN BERLING-MANUEL

Eurosport acquires TSI

... As of Feb. 2, the papers were signed, sealed and delivered and soccer-catalog company EUROSPORT had acquired the assets of the "other" soccer-catalog company, TSI. As an asset acquisition, Eurosport doesn't take on any debts TSI may have. They were not willing to reveal the financial details of the deal. TSI, which was acquired a few years ago by teen apparel direct-marketing company DELIA'S, had closed down its 24 retail locations just before the end of the year. According to Jim Noonan, Eurosport's director of marketing, their goal will be to keep all of the North Carolina-based TSI personnel who wish to stay. At least through the Spring catalog, the TSI brand will continue, and, according to Noonan, the potential of continuing the TSI name on an ongoing basis will be evaluated. It will be interesting to see how these two fierce competitors mesh operations. A number of TSI employees had already made references to not wanting to go over "to the dark side," but I think they'll find that the corporate cultures of the companies—and the high quality of all the people involved—will blend well. We've long worked with both companies, and although they've always been sensitive to their competitive relationship, the high quality of talent at these North Carolina-based organizations should be complementary. Noonan did say that during the transition period, there may be some modest delays in customer service for TSI customers. But the entire organization will be focused on minimizing glitches. "It's exciting, challenging, and it will be a lot of work," said Noonan, who projected it will take up to a year to completely mesh the two operations. ...

NSCAA donates to SITS

... The National Soccer Coaches Association of America made its largest donation yet to the Soccer In The Streets inner city program at its convention — \$6,027. The grant was made possible by the annual contributions of NSCAA members included with their membership renewals. "In our seven-year relationship with SITS, we've always sensed a true commitment from our membership to the goals of the program," said NSCAA executive director JIM SHELDON in presenting the award. "Members of our coaching staff have donated their time to instruct SITS coaches, and our members have annually contributed significant dollars as a check-off on their NSCAA membership renewals." ...

KICKS Against Breast Cancer

... The fifth annual KICKS Against Breast Cancer Women's Intercollegiate Soccer Tournament will be held at the South Germantown Park SoccerPlex, Boyds, Md., March 17. It will feature the WUSA WASHINGTON FREEDOM and matches involving MARYLAND, the NAVAL ACADEMY, GEORGETOWN, LOYOLA, LOUISIANA STATE, GEORGE MASON, WILLIAM AND MARY, USYSA Region I 1984 Team and PENN STATE. The tournament is the only one of its kind in the nation, and it benefits the Claudia Mayer Cancer Resource and Image Center, an affiliate of Howard County General Hospital: A Member of Johns Hopkins Medicine, located in Columbia, Md. The KICKS Against Breast Cancer Women's Intercollegiate Soccer Tournament was conceived by founder LOUISE WAXLER to raise awareness about breast can-

cer. Since the tournament began in 1997, more than \$200,000 has been raised to benefit the Claudia Mayer Cancer Resource and Image Center, named in memory of a breast-cancer victim who died in 1996. For tickets to the Friday-night banquet and Saturday games, please call the Amateur Sports Group at (888) 947-KICK or (410) 729-2754. Admission is \$10 for adults and \$8 for youth (18 and under). For more information about the tournament, or for sponsorship opportunities, contact Louise Waxier at KABCsoccer@aol.com. Go to www.kicksagainstbreastcanc.com for a schedule of events. This is a tremendous event for a very important cause. ...

Frenchy inks with agent

... U.S. and WASHINGTON FREEDOM (WUSA) player MICHELLE "Frenchy" FRENCH has signed SUE RODIN of Stars & Strategies, Inc., as her exclusive marketing representative. Rodin currently represents a number of elite female athletes, including soccer players JULIE FOU DY, CARLA OVERBECK and SIRI MULLINIX and swimming superstar JENNY THOMPSON. ...

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