

Cardinal Sports Puts Players' Futures First

Free online resume service gives NAPHL a leg up when it comes to exposure

For student-athletes in the North American Prospects Hockey League (NAPHL), the oftentimes complicated and time-consuming college recruiting process just got a whole lot easier.

Through the support of Cardinal Sports Management, a complimentary online resume service is available for all NAPHL players in which colleges, along with professional and North American Hockey League (NAHL)

teams, can quickly and easily access a player's profile to receive academic and athletic information, as well as contact information.

With everything accessible through the player's already-existing Pointstreak profile, the added exposure is free, easy, and, most importantly for aspiring college student-athletes and professional players, effective.

"I don't think it's any secret that colleges and professional teams are accessing players' vital and statistical information through Pointstreak, so it only makes sense to have an active online profile," said Cardinal Sports chief operating officer **Brent Grieve**. "Not to mention it's free and chances are it will pay off down the road."

Through its free online resume service, Cardinal Sports, established in 1994 to provide services to student-athletes interested in pursuing an athletic scholarship or financial-aid package to a postsecondary institution in the United States or Canada, has delivered countless success stories. In all, it has assisted more than 700 student-athletes in securing a scholarship and/or financial-aid package to their desired institutions.

With numbers like that - Cardinal also boasts a greater-than-90-percent compliance rate with college coaches in utilizing its online recruiting tool - it's no wonder why it's North America's leader when it comes to provid-

ing student-athletes the promotional support and career guidance required to achieve their athletic and academic goals.

"It's amazing what we've been able to accomplish through this service, and we're proud of all the student-athletes and their families who've realized their dreams, both on the ice and in the classroom," said Grieve. "We have the knowledge and experience to address every student-athlete's circumstances and, with that, the ability to provide quality guidance and advice."

That's because Cardinal's management team is comprised of sports industry executives with years of collective experience.

"Many of us have been there before, deciding if, where and when



to play junior hockey, college hockey and eventually professionally," said Grieve, who played four years of junior hockey before embarking on a lengthy pro career. "We know the process can be overwhelming at times, and that's where our expertise and resources come into play."

The NAHL, which takes great pride in the hundreds of players it places in college hockey and beyond year after year, is also bullish on Cardinal's reputation and value. That's why it's no surprise that every one of the league's 19 teams is actively building their players' online resumes.

"This is all part of our commitment to each and every NAPHL student-athlete," said NAHL commissioner **Mark Frankenfeld**. "It can't be said

enough how important it is to get a head start when it comes to identifying and educating players and their families about the college-selection process."

Not to mention the exposure within the NAHL, where every organization's coaching and scouting staff also has access to the players' profiles as they actively recruit in the NAPHL.

"I know every one of our teams values the accessibility and the detail of those profiles when it comes to identifying players in the NAPHL," Frankenfeld added. "It's a tremendous asset from a recruiting perspective, and one our teams rely on."

Once NAPHL student-athletes have visited CardinalSportsGroup.com to complete their complimentary online resume, they will receive two e-mails: one to inform them that their resume is in the approval process, and the second - which they will receive within two business days - to advise them that their resume has been approved. Once approved, players will receive a username and password, which will allow them to access and update their profile.

From there, the player's profile will be available to every NCAA and ACHA program, along with every NAHL team, for recruiting purposes. In addition, a representative of Cardinal Sports will contact the player and

their family to discuss their objectives and goals as it relates to their athletic and academic future.

And with a success rate of more than 90 percent for individual student-athletes with equally impressive results on a league and team level, Cardinal Sports is eager to carry those numbers into the NAPHL.

"We're confident we can provide the necessary services to assist every student-athlete in that league when it comes to reaching their athletic and academic objectives," said Grieve.

