

Mid-America Sports Advantage

Mid-America Sports Advantage offers competitive prices on products to meet all your field maintenance and training aid needs. The company has a wide selection of baseball, softball, football, soccer, basketball, field hockey, and lacrosse items. Its product line includes quality sports equipment and equipment accessories that will meet any organization and budget! M.A.S.A. believes in old-fashioned values, going above and beyond to keep the customer satisfied, and keeping costs down by passing along the savings to their customers!

You can shop with M.A.S.A. online 24 hours a day, seven days a week at its website, www.sportsadvantage.com. Our enhanced website offers extensive search fields, high quality photographs, and a new live chat feature. Whether you would like to purchase a gift certificate, get information on our pool truck program, find up-to-date information on our next show or demo, get a quote or just place an order, our website is sure to get you what you need!

We would also love to hear any suggestions on how we can improve and make your experience even better, so check out our customer service tab and let us know what you think! Give us a call at 800-264-4519 for more information

or to speak with a knowledgeable sales representative. Get the Advantage with Mid-America Sports Advantage!

Mid-America Sports Advantage

800-264-4519

www.midamericasportsadvantage.com

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SevereAlerts.com

Did you know lightning is one of the most dangerous and frequently encountered weather hazards that most people experience each year? There are about 25 million lightning strikes each year over the U.S. In 2009, lightning strikes were responsible for 33 deaths in 21 different states. Among those victims were youth athletes playing baseball and soccer. Since 1959, there have been over 4,000+ recorded lightning related fatalities! Youth sports activities that occur outdoors unquestionably have an enhanced risk for lightning injuries and deaths that coaches and athletic directors across the U.S. need to be keenly aware of when thunderstorms are in the area.

All thunderstorms have the potential to generate lightning. In fact, lightning can strike 5 to 10 miles (and in some rare cases up to 25 miles) away from the storm where most people do not consider there to be a risk from lightning. The safest location during a thunderstorm is inside a large

enclosed building. However, if such a shelter is not available, an enclosed vehicle will serve as the next best form of shelter. Once at a safe place, wait 30 minutes after the last rumble of thunder before resuming activities.

SevereAlerts.com has a fast and affordable real-time and customizable lightning alerting solution to protect your coaches and athletes before the storm hits. The I-Strike Lightning Alerting System sends lightning notifications directly to your mobile device or e-mail as soon a strike occurs within your customizable coverage range. You have the flexibility to customize three distance rings to maximize your preparedness based on the distance to the lightning strike. Our system is powered by the North American Precision Lightning Networks with an accuracy of 250 meters or better. This service is a must have to any risk management program for coaches and athletic directors responsible for outdoor sports. To learn more about our I-Strike lightning and other severe weather alerting services, visit us at:

SevereAlerts.com

800-845-0383

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By Steve Zawrotny, MS, CSCS
Coaches, have you ever had a pitcher who looked great in warm-ups, then