

Hot off the DSC Press

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Bulls Team Up with DSC

The Durham Bulls and Dreamsports Center introduce children to the game of baseball.

We are excited to announce our partnership with the Durham Bull Baseball Club to bring baseball to kids from 2 - 5 years old. Beginning March 15, the **Lil Sluggers** program will begin at Dreamsports, the only facility in the area to offer baseball to children in this age group.



Lil Sluggers is a nationally recognized program created to introduce children to the game of baseball. Lil Sluggers classes develop important skills such as throwing, catching, hitting, and base running. Developmentally appropriate equipment and games are used to teach children the game of baseball in a fun, exciting, and positive environment.

The Bulls, the official sponsor of the Lil Sluggers program at DSC, will be a big part of the program, including having their mascot and players becoming a regular part of the program. Lil Sluggers will also have regular opportunities to become more involved in Bulls games at the Durham Bulls Athletic Park.

The Bulls share the vision we have for a family friendly sports environment for all of our members. Sports activities are an integral part of every child's physical and social development, and both the Bulls and Dreamsports recognize the value a fun fitness program can have on cultivating a child's self-confidence and joy in the game of baseball.

The Adult Soccer Playoffs, held February 23rd— March 3rd, saw 32 teams competing for the title. And the winners are....

Beginners: Madd Skillz

Tuesday Intermediate: Fuquay Flash

Thursday Intermediate: Jaguars

Advanced: MacGregor Draft House

Congratulations to everyone who participated!



Dreamsports Center's Goings On

There's always something going on at Dreamsports Center!

The Red Rink To Get a Face Lift...

Our new playing surface for the red rink, the IceCourt Excess, will arrive on March 28th. This new floor is specially designed to enhance the game of in-line hockey, allowing for a perfect wheel grip and smooth puck action.

Speaking of a New Look...

Have you noticed all the new sponsorship signs that are up around the facility? Sponsorship fees go a long way in helping to keep the costs at Dreamsports the lowest in town. So, please use our sponsors whenever possible.



Our highlighted sponsor this month is IHG, InterContinental Hotels Group. For all your accommodation needs, anywhere in the world, we

encourage you to book your rooms through our website. Choose from any of the 7 hotel brands part of IHG. Click on the IHG logo on our Home page, and be assured you will be getting the lowest prices on the Internet for your room rates.

You Got Cola, How 'Bout the Nachos?

By now, you've noticed that the pizza and nachos have been missing from the Concessions area. We miss the pizza and nachos, too. We're still working out the permit issues, and all should be resolved shortly, as we invest more toward meeting all food preparation requirements. Who knows? The pizza and nachos might be joined by some other scrumptious arena fare. In the meantime, we still carry chips, popcorn and a variety of cold drinks. Stay tuned as we work towards resolving this issue.

OK, the kids have had their snacks...

And now the little ones have to go potty... We've noticed that we have some new clientele in our facility and we've noticed that they're sporting Dora and Diego diapers... And we also know that changing diapers while standing up can be a challenge (and a little messy, too) so we've added diaper changing stations to our restrooms. We care about the little ones and the sanity of moms and dads, too!



Did you see us? Did you see us?

In the past month, tens of thousands of people have had the opportunity to check us out through various media... We debuted our first television commercial during the season premiere of *American Idol*—and on *YouTube*. On the jumbotron at the RBC Center, there's a video of Steve Werner discussing our facility and programs. The Durham Bulls announced the partnership we share involving the Lil Sluggers program. We are featured in two articles in the March edition of *Carolina Hockey* magazine. If you missed seeing us in any of these media, check them out on our website.

Go to www.DreamsportsCenter.com to see our monthly calendar of events.

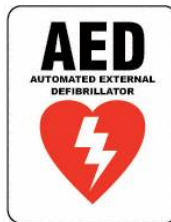
Dreamsports Staff Updates...

... Working to Be the Best!

Continuing to Provide a Safe Place.

By now, all Dreamsports employees have had complete background and criminal checks performed on them. We're happy to report that everyone received a clear report. These checks are part of our on-going effort to provide the community with a safe, family-friendly environment at which everyone can play.

All full-time employees are also now trained and certified by the American Heart Association in CPR, First Aid and in the use of the automated external defibrillator (AED), a device that can start the heart beating again. In addition, emergency SOPs are in place, should a situation arise.



Speaking of Staff... DSC Wants YOU!

We're looking for a weekend manager and summer camp counselors.

Weekend manager: Work Friday nights, as well as Saturday and Sunday mornings. Applicants should be over 21 with computer skills and management experience. You must be great with both kids and adults. The ability to multitask in a fast-paced environment is essential. If you have what it takes to keep everything running smoothly, we'd like to hear from you.

Summer camp counselor: Experience in camps, must be detail-oriented, great with kids, familiar with hockey, soccer, lacrosse, in-line skating, and other recreational activities. If you have what it takes to provide kids with a fulfilling, educational, safe and fun camp experience, give Elisa a call.

Congratulations to Eric Pilecki, DSC's February Employee of the Month.

Beginning February 2009, Dreamsports began awarding an employee of the month with a \$25 gift card. The first Employee of the Month recognition went to Eric Pilecki, senior at Cary High School, as one of the facility's superior employees. Eric has shown tremendous commitment and dedication to his position at Dreamsports Center. Eric has been with us through our new ventures; he has been worked as a Score-Keeper and Rink Attendant at Dreamsports for over a year and a half.

A longtime roller hockey player and an elite pitcher on the Varsity Baseball Team at Cary High School, Eric is in the running at several universities to continue his baseball career.

Eric always puts 120% into his job. He is always willing to do more than what is asked of him. Eric Pilecki has truly earned the recognition of being February Employee of the Month.

Congratulations &
Thank You, Eric!



Upcoming Events

Check out what's coming up at DSC!

April Showers Bring May Flowers? Not at Dreamsports... We'll Be Reigning in Our Own In-line Hockey MADNESS!



April 18th –19th

- AIHL. American In-line Hockey League Tournament.
- State Wars tryouts. Register online at www.statewarshockey.com.



April 24th –26th

- Coastal Cup Hockey Tournament. The Coastal Cup is a series of inline hockey tournaments, held monthly in cities throughout the Southeast.



April 25th –26th

- Warrior Hockey brings to DSC Player Demo Day. 10 am–6 pm. Come check out demos of all the new 2009 sticks & equipment. And, meet the Warriors' own equipment specialist. Get fitted like the pros by the pros! FiveHole Sports discounts will be available all weekend.



May 21st–24th

- 10 am–6 pm. Vaughn & GDI bring the second annual Goalie Demo Day to DSC. See all the new 2009 goalie equipment in action. Meet Vaughns South East Goalie Guru, Craig Fortner, as well as GDI's goalie pad designer and head instructor. FiveHole Sports discounts will be available all weekend.

September 4th–6th

- Floorball tournament

Dodgeball is coming to Dreamsports!

We will begin forming a dodgeball league in May. Pick-up games will be available for team formation the three weeks starting May 3rd, immediately following our KidsFest at 4 pm (for KidsFest details, see page 5). League play will begin on May 24th with open teams: women are welcome. The age is 16+. The format of this league is still in definition—if you have an opinion email John at John@DreamsportsCenter.com. The league will play Sunday afternoons after 4 pm. We have had a tremendous amount of interest in this new league, so make sure to get your name on the sign-up list at the front desk and come out on May 3rd to get a taste of the action!



Roller hockey, ice hockey, street hockey and goalie equipment...Get it at FiveHole.

Go to www.DreamsportsCenter.com to see our monthly calendar of events.

We Want to Thank You

Save the Date—Sunday, May 3, noon—4 pm

On May 3, from noon to 4 pm, we will be holding our first annual Dreamsports **KidsFest** to celebrate our primary customers—the kids!—and the adults who are kids at heart, too!



Come join the fun, as the Dreamsports Center owners and staff, along with local vendors and businesses, celebrate kids and sports with sports, games, classes, food, giveaways, and much more!

There'll be tons of fun inflatable playgrounds and face painting from Zoe the Clown for the young children, Lil Sluggers classes, Lil' Kicker soccer classes, Learn to Skate classes, cheerleading, and hockey shootouts and in-line skating for all ages, are just a few of the exciting scheduled events. Food, giveaways, local mascots, celebrity athletes and raffles will also be available.

We encourage our partners to join us in this customer appreciation day. For details and a vendor application, call Corrie or Elisa at 919.387.2955 or email Corrie@DreamsportsCenter.com.

If for no other reason, come dunk Coach Bob!



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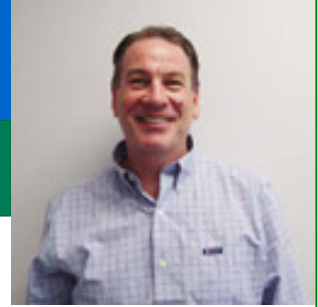
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Go to www.DreamsportsCenter.com to see our monthly calendar of events.

Introducing Mr. Bob Boucher

Coach Bob's Corner



The *Dreamsports Ezine* is happy to introduce **Coach Bob's Corner**, featuring Bob Boucher, co-owner & Director of Sports Programming at DSC. Each issue will feature insights on the sporting world and DSC from Coach Bob himself.

"Welcome to the world of Roller Hockey. I have thoroughly enjoyed the last 15 years initiating and developing the sport. I have been extremely lucky dealing with a large number of fantastic children and parents. One person stands out in my mind. That individual is Coach Diane Ripollone from Cardinal Gibbons High School. She has volunteered her time coaching roller hockey at CGHS for the past 8 years. Diane, or Coach Rip as I call her, demands that her players play hard, play fair, develop team work on and off the rink, yet makes it fun for her players. Coach Rip finally won the big trophy this year and there is no one that deserves the recognition more than her. Although attention is the last thing she wants. She would rather have her players receive the accolades. Coach Rip is a wonderful person and a very knowledgeable hockey coach. I thank Diane for her efforts and hope she has many more years coaching at our facility."

—Coach Bob

Recently, Bob sat with us and discussed several issues in the community that affect Dreamsports Center:

Q: So what's up with Hockey at what used to be called the Carolina SportsPlex, and how will this affect Dreamsports?

Bob: We have coexisted well with in-line hockey being played at several facilities around the area. As an example, the CSHL High School and Middle School Leagues play throughout the area in addition to being hosted at Dreamsports. We believe that having more rinks available is good for the sport, so we were saddened to hear that the game will have one less place to be played in the Triangle. We do not see this having a large impact on us as fewer and fewer teams and players were playing at SportsPlex, now NetSports.

We are seeing more growth in our adult leagues, however, and believe this is due to the fact that in-line hockey is cheaper to play than ice hockey. We have many players and teams that are moving from ice to join our Adult League. We now have more Adult teams playing than Youth teams.

Q: What rules does Dreamsports have that are different than USA In-Line Hockey rules?

Bob: There are several areas where we train our refs to call games slightly differently than USA Hockey rules. Most of these relate to the differences that exist in our House Leagues. One rule that we will be implementing along with USA Hockey this next session is the "delay of game penalty for a player who hits the puck out of play in the defensive zone. Another rule we will be enforcing that we have not in the past is related to equipment. Other than the stick, gloves, helmet, and skates, ALL protective equipment must be covered. This includes shin pads, elbow pads, girdles and shoulder pads. This rule is in place for the players' protection.

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League Updates

Changes to Youth Hockey Scheduling.

The next season hockey schedule is being finalized. We are changing our practice scheduling policy for Youth hockey. Teams will now be allowed to schedule 5 practices as far in advance as they wish. After the 5th practice is scheduled, teams will be able to schedule practices on a standby basis only within the week they wish to practice.

If a team holds a practice time but less than 4 players show up on more than one occasion during the season, all remaining practices for that team will be on a standby basis. Practice times are limited and we want every team to have equal access to the practices they want and need. We believe this change will make it easier for coaches to schedule their season, while preventing any one team from dominating available practice time.

Spring soccer league has begun.

Teams play every once a week for 10 weeks, including a playoff game. We have 30 adult teams playing. The youth programs are instructional programs for ages 7-10, designed to teach individual and team skills. The next soccer season runs from May 18th through July 24. We will run a youth league in addition to continuing the instructional program.

Travel team news.

The Dreamsports Dragons competed in several tournaments since the start of the year.

- At the ECHO Tournament held January 24th through the 25th, our 8U Dragons won the Championship with Hunter Foltz walking away with the Most Valuable Goalie award. Our 10U Blue team took second place in their Division with Jackson Foltz also getting the MVG award. The 14U Dragons White took second place in their Division.
- At the Coastal Cup Tournament in Charlotte in February, our 8U team took second place, as did the 12U Dragons Red team.
- At the 2Hot4Ice tournament in Columbia, SC, our 10U Blue team took 2nd and Tyler Kromenhoek was awarded the Deebes Young Award, recognizing overall skills and good sportsmanship. In the 12U Division, our Red team took 2nd place with Eric Beresid receiving the award for Top Dishman, and Tyler Haddon also receiving the Deebes Young Award. Our 14U Red team took the championship in the 14U Gold Division with John Straub receiving the Division Points Leader award. Justin Schomburg from the 14U White team received the Division Most Valuable Goalie award.

Congratulations to all of our teams for representing the Dragons so well, and good luck for the rest of the season!

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Go to www.DreamsportsCenter.com to see our monthly calendar of events.

Travel Hockey

Late Breaking 2HOT4ICE news. We have come to terms with the management from 2HOT4ICE and will be hosting their Showdown 2009: National Championship series event in late June. This is one of the premier events in in-line hockey to end the Travel Hockey season for our teams. This week-long event begins June 24th. We expect competition from far and wide, so get your game on. This promises to be the biggest event in the region for in-line hockey this year. Look for more details from the team at 2HOT4ICE. We also hope to team up with some local events to allow for some fun team activities during the week...more info on this soon.

Peter Dale from USA Clinics schedules his camp at Dreamsports from June 12th – June 14th.

USA Clinics is one of the premier instructional programs in the country, changing the way athletes approach sports by focusing on the complete player. USA Clinics lays out the foundation for learning skills faster, easier and at a higher level, by developing: Physical talent, Mental talent, Emotional talent and Social talent. Our goal is to empower each player to begin to self-actualize and self-assess strengths and weaknesses, in sports and life. See clinic posters throughout the facility. Training available for players, coaches, and referees.

And the results from Greenville SC are...

	Champions	Runner Up	MVP	MVG
8U	DSC Dragons	Charlotte Jr. Checkers	Jacob Meyers, DSC Dragons	Jessica Lehning, DSC Dragons
10U	DSC Dragons Red	DSC Dragons Blue	Justin Boone, DSC Dragons Red	Brian Robson, DSC Dragons Red
12U	DSC Dragons Red	Charlotte Jr. Checkers	Tyler Knight, Charlotte Jr. Check-	Rhys Davies, Charlotte Jr. Checkers
14U	DSC Dragons Red	Checkers Red	John Straub, DSC Dragons Red	Alan Singer, DSC Dragons Red
16U	Cobras	Charlotte Jr. Checkers	Eric Patterson, Cobras	Chris Parette, Charlotte Jr. Checkers
Adult	Bud Kings	Southern Smoke White		

Creech Chiropractic, Official DSC Sports Medicine Advisor



Dreamsports has contracted with Dr. David Creech of Creech Chiropractic to be our official Sports Medicine Advisor. Dr. Creech has received extensive training and is clinically experienced in the treatment of many neuromusculoskeletal conditions, sports-related injuries, rehabilitation & exercise protocols, nutritional analysis, and chiropractic pediatric/geriatric care. He has completed the Certified Chiropractic Sports Physician (CCSP) program and is now board-certified. Dr. Creech serves as the official team chiropractor for Campbell University. Dr. Creech will provide professional advice to all of our Dreamsports members on how to best prevent injuries from the sports in which they participate, how to recognize problems when they occur, and the best treatment options for injuries should they occur. In addition to being available to all of our teams for consultation and evaluation, Dr. Creech will be a regular part of our clinic days and other training events for youth and adult programs. He will also be a key part of our coaches' training. Future *Dreamsports Center Ezine* issues will feature an Ask Dr. Dave column, where the Good Doctor will address your concerns.

"Dreamsports' management and I share a common vision of the importance of prevention and proper training to avoid long-term sports injuries from the very young to the experienced athlete. Training coaches, players, and players' parents on preventing injuries will be an important part of my role at Dreamsports."
 —Dr. David Creech

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Program Updates



Our Spring **Lil' Kickers program** kicked off on March 7th— and WOW! Kids are wild about it! There are a lot of classes that are sold out on Saturdays, so we have started a wait list. As for weekdays, there are only a few classes left with available spots. As a special promotion, get a friend to sign up with you for the Spring session & get a free Lil' Kickers sweatshirt!



Kids LOVE Our Camps!

We now have over 470 kids enrolled to participate or who have already participated in one of our camp programs this year alone! We are proud to have such a great response to our multi-sport camp programs. We are still running our 20% off discount if you enroll before March 31st.

- **Soccer Camp:** June 22—June 26, 2009, Monday—Friday, 1 pm-5 pm. This camp, for kids 5-10 years, is designed to enhance individual and team skills, with an emphasis on fun and safety. We feature an elite staff of experienced instructors who can demonstrate each skill fully. Shin guards are required. Cost is \$145.
- **First Line Hockey Camp:** June 29—July 2, 2009 from 8:30 am-3:30 pm, and July 3, 2009 from 9 am—12 noon. This camp is lead by Mike Tefft, President of First Line Hockey, and his professional staff. Designed to improve your skating, passing, stick handling, shooting, and game strategy, activities include daily hockey-specific strength, conditioning and stretching, as well as the best of 7 game and skill play. Cost is \$260.
- **Lil' Kickers Camp:** June 29—July 3, 2009, Monday—Friday from 1:30 pm-4:30 pm. This camp curriculum designed for boys and girls ages 3-5 teaches the ability to build fundamental skills such as balance, coordination, and ball skills for the younger players. The older players will learn more advanced fundamental soccer skills through fun, age-appropriate and creative skill-building games. Cost is \$115.
- **Cheer Camps:** Week 1—June 22-26; Week 2—July 13-17; Week 3—July 27-31; Week 4—August 10-14. All camps are 9 am—5 pm. Cost is \$140 per week. Participants, ages 5-13 will be grouped by age and learn 3-5 cheers, 5 chants, jumps, stunting, tumbling, and a dance. By the end of camp, cheerleaders will leave tryout- or performance-ready! Parents are invited to watch the campers perform on the Friday of each camp week from 4:30-5pm. Participants need to bring lunch, a snack, and water. Dress comfortably and wear tennis shoes. Jersey Mikes subs & salads are available for an additional fee.

Expansion of clinic program.

We're continually striving to improve the quality of the sports programs we offer. In doing so, several changes are in the pipeline.

- Our coaches are now getting official training.
- The referee program is being formalized.
- We are offering monthly clinics for players the last weekend of every month.

Performance & Agility Program coming soon.

We are currently defining times and frequency of the Performance & Agility Program, and we need input from potential customers. So, please email Steve at Steve@DreamsportsCenter.com and let him know your interest level.

Go to www.DreamsportsCenter.com to see our monthly calendar of events.

Carolina RailHawks Team Up with Dreamsports

The Carolina RailHawks team up with Dreamsports to introduce young kids to soccer and to a healthy lifestyle.

Apex, NC – The Carolina RailHawks FC and Dreamsports Center today announced a partnership to bring soccer to young kids in the Triangle. The Carolina RailHawks will be the official sponsor of the Lil' Kickers program at Dreamsports Center in Apex. Sports activities are an integral part of every child's physical and social development, and both the Carolina RailHawks and Dreamsports recognize the value a fun fitness program can have on cultivating a child's self-confidence and joy in the game of soccer.



Lil' Kickers is a child development program for children 18 months through 7 years old. For ages 3 and under, toddlers and parents explore basic soccer and developmental milestones together. Lil' Kickers is a nationally recognized program operating in over 70 facilities around the country. It uses a well-designed curriculum in each age group (and developmental level) to build a strong physical, intellectual and emotional foundation that will help children be successful on and off the soccer field. As children develop their skills, they move into more complex soccer tactics and activities. While based around the game of soccer, the program is more about teaching kids life skills and being physically fit than it is about teaching the game of soccer. Dreamsports and the Carolina RailHawks believe in teaching children in ways that suit their developmental level.

The Carolina RailHawks will be a big part of the program at Dreamsports, including having their mascot, coaches, and players become a regular part of the program. Lil' Kickers players will also have regular opportunities to become more involved at the Carolina RailHawks games at the WakeMed Soccer Park in Cary, NC. "Research has concluded that kids who participate in structured sports programs which are developmentally appropriate do better in school later in life and are generally more apt to succeed and live a healthier lifestyle. Lil' Kickers provides kids an excellent start while allowing them to have fun with the game of soccer. We are very excited to become a part of this program and look forward to seeing all the Lil' Kickers

out on the field during Carolina RailHawks games this season," says Brian Wellman, President of the Carolina RailHawks FC.

Steve Werner, General Manager and Co-Owner of Dreamsports, adds, "The Carolina RailHawks bring a lot of excitement to a program that our kids already love. Imagine the kids' faces when

Swoops steps onto the field during one of their classes. Having the kids participate at Carolina RailHawks games will create a strong linkage to the professional sport, making their experience with Lil' Kickers that much better. We will also team up with the Carolina RailHawks in cross-promoting both of our camp programs to provide benefits to all of our Track-out and Summer Camp customers. We look forward to a long-term relationship with the Carolina RailHawks."

Michelle Murray, proud parent of a 4 year old Lil' Kicker shares, "The first thing my daughter does on Saturdays is put on her uniform. She is always so excited to come out and play. She started as a Jackrabbit last year and has just moved up to Micro. She loves that she is getting to do something her bigger sister does. We are glad to hear the Carolina RailHawks are supporting Lil' Kickers. This will make it even better."

The Lil' Kickers program has been running at Dreamsports since 2008 and currently has over 300 kids participating in weekly sessions at the facility in Apex, NC. You can find more information at www.DreamsportsCenter.com.

The Carolina RailHawks FC are a United Soccer League (USL-1) Professional team that play home games at the WakeMed Soccer park in Cary, NC. USL-1 is the highest level of professional soccer in the US, Canada, and the Caribbean. The 2008 campaign features an 11-team format playing 30 regular season matches, 15 home and 15 away. The USL First Division schedule is augmented by participation in the Lamar Hunt US Open Cup and various exhibitions. You can find more information on the Carolina RailHawks at www.CarolinaRailHawks.com.