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## Firms help student athletes with recruiting process

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Less than 10 percent of high school student athletes go on to play college sports. And if your son or daughter isn't one of the nation's 250 or so blue-chip athletes, finding a roster spot can be an exhaustive process.

That's why parents and students across the country are turning to marketing gurus and paying top dollar for their services.

Mark Borenstein paid nearly \$2,000 for college recruiting services to land his son Aaron, a catcher at Saguaro High School, a scholarship or roster spot at one of the country's higher learning institutions.

Since employing the services of Student Athlete Showcase, which has offices in Scottsdale, Colorado and Hawaii, Mark has received interest from Brandeis University, John Hopkins University, Columbia University and Haverford College, to name a few.

The company developed a five-minute video and a downloadable Web profile filled with academic transcripts, honors and charity work, and sent them to hundreds of colleges via an internal database.

"It's a way to get in front of coaches," said Borenstein. "A lot of parents and kids don't know what to do. It becomes a daunting task."

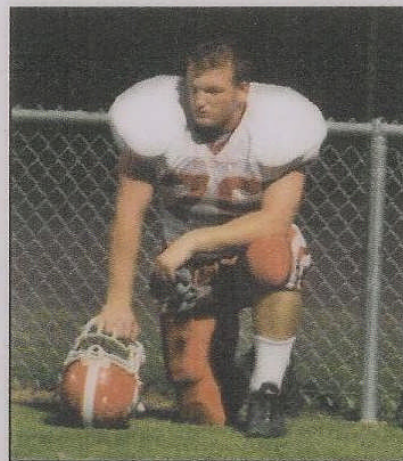
SAS was founded in 2003 by Zack Walz, a

former linebacker with the Arizona Cardinals, and Rex Grayner. Both saw an opportunity in the market and wanted to bridge the recruiting and production sides. Similar companies tend to lean toward one side of the business model.

"We want to give these kids as many opportunities as possible," said Walz, who struggled to find a college to continue his own football career.

Playing for football powerhouse St. Francis High School in Mountain View, Calif., Walz was a good linebacker, but wasn't recruited. So he sent out tapes to colleges on the East Coast and found a spot at Dartmouth College. Four years later, he was drafted in the sixth round by the Cardinals.

"I was going to be one of those kids who was going to be a casualty of the recruiting



PROVIDED BY RONNIE VILLA

**Brophy College Preparatory grad Shane Peterlin said Student Athlete Showcase helped him secure a spot at Dartmouth.**

process," he said.

Brophy College Preparatory grad Shane Peterlin is getting ready to attend Dartmouth in the fall. He credits SAS and Walz for securing an admission and roster spot on the Ivy League football team.

For \$600, SAS provided a DVD and profile with drill times, academic reports, and height and weight measurements. Marketing packages can run up to \$3,000.

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**Student Athlete Showcase:**

[www.student-athleteshowcase.com](http://www.student-athleteshowcase.com)