



## Athletic Scholarship Corporation

# News Release

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### **Nordonia athletics now getting the attention it deserves**

*Columbus, Ohio* -- A year ago, there weren't too many college coaches or scouts hanging out at Nordonia High School. So when the school teamed with Columbus-based Athletic Scholarship Corporation last year to help gain exposure for their student-athletes, the expectations were modest.

But after many athletes received offers to play at the next level, bringing ASC back into the fold for 2009-10 was a no-brainer for Nordonia Athletic Director Rob Eckenrode.

"The visibility that Athletic Scholarship Corporation provides our student athletes allows them to be seen all over the country by college coaches that would otherwise never see them," he said.

ASC's chief executive officer, A.J. Hodel worked closely with more than 30 athletes from NHS in sports ranging from softball and track to golf and bowling.

"All of these kids really did have opportunities across the country and several took advantage of their offers," Hodel said.

"At Nordonia, they take great pride in their athletics but because of the size of their student body, they don't often get the same recognition from college coaches that the bigger high schools get," he added.

That simply wasn't the case in 2008-09 and both Hodel and Eckenrode credited the vision of the Nordonia City School District, which puts an emphasis on preparing its students for life after high school.

For many students, Eckenrode noted, athletic aid for school can be the difference in even being able to attend a college or university.

“I’m more concerned with a kid being able to continue their education. The opportunity to continue with their athletics is a bonus,” he said. “We’ve had a number of kids over the last few years that have earned scholarships as a result of their work with A.J. and ASC.”

Hodel said he’s looking forward to working with Nordonia again in the upcoming school year because of the dedication he saw from both the staff and the students.

“The bottom line is that these kids are happy,” he said. “They’re getting a chance to continue their careers with a program that wants them and their parents are saving money. Everybody wins.”

Eckenrode added that many of the younger athletes at his school are excited to get a chance to work with Hodel. He said it’s hard to see their partnership with ASC stopping anytime soon.

“The blue-chippers, the elite athletes, are going to get their opportunities regardless,” Eckenrode said. “It’s the Division II and NAIA athletes that get a leg up and reduce college tuition in the process. That’s where you see the primary benefits in a program like this.”

Athletic Scholarship Corporation is a nonprofit organization committed to efficiently showcase the talents of high school students nationwide. The sports professionals and technology providers at ASC advise coaches and recruiters to help programs of all sizes find a well-rounded group of student-athletes. For more information, visit [www.athleticscholarshipcorp.com](http://www.athleticscholarshipcorp.com).

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