



## PRESS RELEASE

### **Former Louisiana Tech Coach Starts New Career with High School Athletes**

Former Louisiana Tech Volleyball Coach, Matt Sonnichsen, has been hired by NCSA Athletic Recruiting; it was announced today by NCSA's President & CEO Chris Krause. Sonnichsen will serve on NCSA's Speakers Bureau as he visits with a number of High School student Athletes and their families around the country to empower them to become future leaders through sports and to teach the commitment level required to get recruited early on in their high school careers.

Sonnichsen, a 15 year NCAA Head Coach, was also a 2 time NCAA Champion and 3 time All-American for the UCLA Men's Basketball team. He was named MVP for the 1989 NCAA Championship Tournament and was also a setter for the USA National/Olympic Men's Volleyball team.

"We are thrilled to add Matt to our already robust roster of former professional players and coaches", said Krause, NCSA's President & CEO. "Matt brings a unique skill set of wealth, knowledge and experience as both a player and coach – and has a keen understanding of the competitive landscape facing student athletes seeking to receive college athletic scholarships."

NCSA employs more than 150 former college athletes, and coaches like Sonnichsen who speaks to the virtues of leveraging the NCSA Network to assist in the process of being recruited for scholarships, internships and business careers.

NCSA is the nation's premier athletic recruiting network connecting students and their families along with high school and college coaches and the business community for the purpose of maximizing athletic scholarship opportunity and life's potential. The network is made available to high school student athletes around the country through relationships with ESPN, NIKE, IMG Academies, Under Armour and NFLPA. NCSA offers students free and customized fee for membership programs for access to each community. The average scholarship financial package received by student athletes who utilized the NCSA program has increased from \$15,000 in 2008 to almost \$19,000 in 2011. During the current calendar year, NCSA has matched student scholarships at over a 90% rate of success.

If you would like to catch up with Matt Sonnichsen or learn more about NCSA, please contact me at 312.624.7437 or by email at [tmenzione@ncsasports.org](mailto:tmenzione@ncsasports.org).