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**NSGA Announces Software Provider Solution for Team Dealers and Retailers;  
SouthWare Team Sports Selected after Thorough Review Process**

MOUNT PROSPECT, IL – The National Sporting Goods Association (NSGA) is pleased to announce a first-ever select service provider relationship involving one of the leading business software solutions for retailers and team dealers.

In this non-exclusive program, NSGA members will have access to SouthWare Team Sports, provided by Advanced Systems Group (ASG). ASG has experience working with sporting goods retailers and team dealers, and has agreed to make its best pricing available to NSGA members.

“We are happy to have reached an agreement with ASG,” said NSGA President & CEO Matt Carlson. “We received proposals from nearly a dozen companies that were interested in providing a new software solution for our members.

“This program ensures that NSGA members will receive the best pricing for SouthWare Team Sports software,” Carlson said. “A unique aspect of this program is a rebate for NSGA members who purchase SouthWare software from ASG.”

“This is a ground-breaking program for ASG and sporting goods industry, and we are pleased to be associated with NSGA,” said ASG President Tim Grice. “We have built relationships with individual sporting goods team dealers and retailers over the years, and this agreement with NSGA will allow us to share our SouthWare Team Sports solution with many more of the association’s members.”

“We have invested considerable time and effort on behalf of our members to make this dream a reality and create a program that meets their business needs,” Carlson said. “We negotiated with multiple companies and would be open to discussions with any company that offers comparable products and shows the same level of commitment to NSGA members as ASG has.”

This program was initiated when a group of NSGA members expressed concern that their software would no longer be supported by its provider later this year. Those members asked NSGA to help them find a suitable new solution.

After surveying its members, NSGA developed a list of criteria based on needs identified in that survey. An RFP using those criteria was sent to companies known to NSGA as providers of software solutions for retailers and team dealers. After a staff review of the proposals, online demonstrations from the leading companies were presented to a committee of members who ranked the “finalists.”

“SouthWare received the highest rankings from our members,” Carlson said. “We are looking forward to long, mutually beneficial relationship with ASG, and we encourage our members to contact them.”

For more information on SouthWare Team Sports, please contact: Scott Gaspar, c/o Advanced Systems Group, 6660 S. Sheridan Rd., Suite 160, Tulsa, OK 74133; Ph: 918-523-2700; [sgaspar@asg-us.com](mailto:sgaspar@asg-us.com).

**About NSGA:**

The National Sporting Goods Association has served as the leading voice for the sporting goods industry since 1929. The association develops industry research and publications, while also providing discounted services and hosting the annual NSGA Management Conference & Team Dealer Summit. All of these

services are created to help NSGA members be more profitable and to advocate on their behalf. For more information about membership or NSGA's programs and services, please visit [www.nsga.org](http://www.nsga.org).

**About ASG:**

We are not a software company. Advanced Systems Group is a 17-year-old technology firm, made up of consultants with technology, accounting, and distribution backgrounds, committed to equipping companies with the necessary tools and support to improve business profitability. Several years ago, ASG was approached by a team sports organization to develop an alternative solution to an antiquated system. Over the years we have had the opportunity to work with several dealers in multiple buying groups to develop the SouthWare Team Sports package. This highly configurable system is built on the SouthWare ERP software platform, with over 25 years of successful implementation in thousands of retail and distribution applications worldwide. Because of its longevity, stability, and reliability, SouthWare offers dealers a choice that has stood the test of time and will continue to provide improvements and rock solid performance for years to come. We are thrilled to have been evaluated and selected by NSGA to provide this service to its membership, and we are dedicated to the continued success of this relationship. Our consultants understand the Team sports industry and the risks that you face every day. Our SouthWare Team Sports solution is designed to mitigate risk, reduce labor, and increase profit. It provides the information you need to make decisions related to your Team Sports & retail environment quickly and confidently. We look forward to working with each and every NSGA Team Sports member and tailoring our solution to meet your individual needs. If you are interested in setting up a demo of the SouthWare Team Sports package, please contact us. We are at your service.