

'SportsSignup,' with Qby. CEO, organizes sports leagues online

By Gordon Woodworth
Chronicle News Editor

What started as an idea to simplify the registration process of a local youth soccer league is now a growing Internet company led by Queensbury's Anthony Bruno.

SportsSignup, based in Saratoga Springs, processes player registrations and manages schedules and rosters for more than 1,000 youth sports organizations in the United States and Canada, Mr. Bruno said.

"We are doing 2,000 registrations a day, but on some days we do up to 4,000 a day," he told *The Chronicle*. Mr. Bruno said the company is paid an average of about \$2.50 per registration.

"We just did registrations for the Troy Turkey Trot, and we just got the account for the Freihofer's Race for Women in Albany," Mr. Bruno said. "Revenue is up 55% from 2008 to 2009, and revenue in the fourth quarter of 2009 was up 70% over the same period in the previous year."

"There were four people working for the company when I came on board in the summer of 2007, and now we have 12 employees, and will have 14 by the end of 2010. In fact, we just hired Christina Peirce from Queensbury as an account manager."

Mr. Bruno, a former Silicon Valley executive with international mining company Novariant, said SportsSignup also conducts background checks, helps coordinate fundraising activities and facilitates communication among league administrators, coaches, parents and athletes.

"When families sign up their child, we facilitate the credit-card payments and then they are in the system," he said. "The beauty of SportsSignup is the right folks, the people who run these leagues, control all the information."

Emylyn Lenon, registrar of the South

Glens Falls Soccer Club, said her organization has been using SportsSignup for about three years.

"It was very easy to set up, and I was able to integrate uniform ordering from the start," she said. "The Web site has evolved to allow me as a registrar more access to information so I can run reports on the people who register."

"I especially like that I can compose an e-mail and send it to all or part of registrants within our club."



Anthony Bruno

Ms. Lenon said, "In many ways, it has simplified the registration process. From the parent/player point of view, once an account has been set up, it is just a few clicks of the mouse to register for another session."

Rita Hawkins of the Adirondack Girls' Lacrosse League said her organization has been using SportsSignup for three years, and "The system is very user-friendly. They have thought of everything. We can e-mail teams, give coaches administrative duties and the ability to communicate with their individual teams."

"...It is worth the money we spend on it. I have very much simplified our life."

Kevin Crossman, a Glens Falls High School teacher and triathlon coach, said he just began working with SportsSignup and their staff has been "extremely helpful in teaching me how to navigate through their site and create our registration for the T3 Duathlon Series this May at Aviation Mall."

Mr. Crossman said, "After doing my research, I found that SportsSignup is competitive with other companies, so the final decision came down to supporting a local company and having good rates...I have had experience through Active.com [and] though the experience has been good, the additional fees add up."

Mr. Bruno said his wife, Maura Huntz, spent summers as a child on Lake Sunnyside, and her parents, Bob and Gail Huntz, still live in Queensbury.

"I was traveling about 200,000 miles a year in my last job, so this job has taken some time to adjust to," he said. "But I'm able to work from our home in Queensbury a little bit, and I just took my kids

skiing at West Mountain."

As for the future of SportsSignup, Mr. Bruno said, "It's early in the market, but we are data-base driven, and we offer different service sets than our competitors. We also have 98% customer retention. Anyone can bail out at any time, but they

don't.

"We have invested in customer service and automation; and there are 35 to 45-million kids playing organized sports right now. It's a growing market."

Info: www.sportssignup.com.

**'We are doing 2,000
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trations a day'**