

CCAA ON THE WEB

From radio to cable television, sports fans have gone to great lengths following their favourite team. But sports broadcasts have come a long way. Now the best college games in Canada can be found online at www.SportsCanada.TV.

The site airs games played in the Alberta Colleges Athletic Conference, the British Columbia Colleges Athletic Association and the Atlantic Colleges Athletic Association, as well as broadcasting CCAA national championship badminton, basketball and volleyball. The brainchild of former BCCAA all-star basketball player Choyal Brown, the live video broadcasting website has proven to be a major stakeholder in amateur sports from coast-to-coast.

ACAC on board for this upcoming season. In the BCCAA we have 13 of 14 schools signed up, which is great considering we are just entering our third season. In fact all 90 BCCAA regular season basketball games will be webcast this season which I believe is the first time a CCAA conference will have every game webcast."

SportsCanada.TV has received positive feedback from parents able to watch their children's games and athletes who use the site to critique their performances. Sports organizations have also contacted him wanting to know how to broadcast their events.

"My major challenge is still convincing



"I always felt that the local mainstream sports media didn't offer the range or depth of coverage of Canadian high school and college sports," said Brown. "I launched the website in 2008 in an attempt to increase the exposure of amateur sports and give fans a site where they can follow games being played across the country."

With 18 members of the Canadian Colleges Athletic Association now online, Brown says the response to the coverage has been amazing. "We now have about half of the

colleges and universities of the importance of these broadcasts and how simple they are to produce," says Brown. Schools provide camera-men, announcers and internet access, with each production tailored to the school's resources. But Brown already has big ideas for the site in the future. "The upload speed at the host's facility is the most important factor in the webcast's video quality. Hopefully in a couple of years that won't be an issue at all, and we'll all be broadcasting in HD.

- Curtis J. Phillip

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OFFICIAL RETAILER OF THE CCAA



Champlain St Lawrence's Golf Prodigy

For those who've seen 17-year old Josée Doyon on the golf course, it should come as no surprise she's already planning to turn pro. A first-year student at Collège Champlain St. Lawrence in Ste-Foy, Quebec, Doyon took home the women's individual gold medal at the CCAA PING Golf Championships in Kamloops, B.C. Doyon lead the women's competition, closing all three days in the top ranking. Her final score of 222 (74-74-74) was eleven strokes ahead of her nearest competitor.

The CCAA PING Golf Championships comes at the end of a very successful season. Just two weeks earlier, Doyon won the Quebec conference champion, and was previously declared winner of the Green and Dreams Junior Invitational in Toronto. She finishes the 2010 season as a member of the Quebec Junior Team, second on the Quebec Women's Order of Merit and 22nd on the Canadian Women's Order of Merit.

A native of St-Georges-de-Beauce, Québec, Doyon started playing golf just five years ago. Since then, the sport has become her passion and her priority. Golf is "technical, mental, physical and strategic; these aspects are important for the development of an athlete-golfer," wrote Doyon on her website. Her performance at the CCAA PING nationals is proof she's got a firm grip on them all, and this is just the beginning.

- Stephanie Wereley



For almost a decade, Seneca did not have a varsity men's golf team. This despite the fact the school fielded an Ontario Colleges Athletic Association championship in 1995 and had an individual golf winner in 1994 (Paul Strother). This year, a wily group of rookies looked to change that.

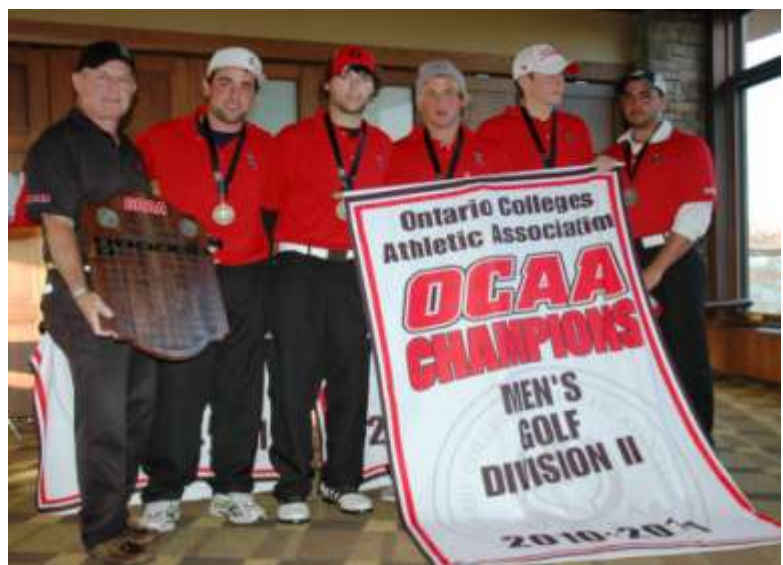
Students Nelson Lopez (Civil Engineering Technology), Joseph Bisson (Fire Protection), Mike Terrion (Golf Course Technician), Graham Hines (Business Administration - Marketing) and Jack Kelly (General Business) took to the links this season hoping to make a return to past glory.

Seneca Athletes Break New Ground

Student athletes at Seneca College are breaking new ground in sports this fall semester.

The culmination of their effort was the OCAA provincial men's Division II championship at the Raven Club at Lora Bay in Thornbury. Seneca College and its team of rookies won the program's first trophy in more than a decade after the school's prolonged hiatus from the sport. Seneca College is proud to have their name emblazoned on their jerseys.

- Dan Zaiontz





CCAA NEWS

CCAA UNVEILS NEW MEDALS AND TROPHIES

The CCAA has designed new trophies and medals for the 2010-2011 awards season. The awards will be presented to first, second and third-place winners at national championships and will be theirs to keep.



PING GOLF CHAMPIONSHIPS

The CCAA Golf Championships were held in Kamloops, B.C. Humber College earned first place in the men's team competition, with team member David Lang also taking home gold in the men's individual competition. Josée Doyon of College Champlain St. Lawrence earned first prize in the women's individual race, and Durham College won gold for the women's team.



MIKE DUGGAN: CCAA GOLF COACH OF THE YEAR

The CCAA has named Mike Duggan the 2010 Golf Coach of the Year. Duggan is the first recipient of the inaugural award, which is based on accomplishment in the sport for the current year. He serves as head coach of the Durham College men and women's varsity golf program. He received a CCAA customized ring provided by Jostens Canada, the official ring supplier of the CCAA Championship Awards Banquet.



CCAA COMMITTED TO TRUE SPORT

The CCAA has pledged its support to the True Sport. Members are committed to the principles of integrity, fair play, equity and diversity; the same values espoused by the CCAA. Register your school and varsity teams at www.truesportpur.ca/en/members

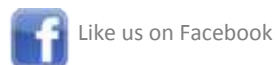


THE FQSE IS NOW THE RSEQ

The governing body of primary and secondary school, collegiate and university sport in Quebec will now be known as the Réseau du sport étudiant du Québec. The organization recently unveiled its new name and logo.



THE CCAA IS ONLINE



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READING

BOOK SALE

Get your members-only Book of the Month discount at HumanKinetics.com Shop www.HumanKinetics.com and receive 25% off your order.

Offer valid on web orders only. Click on the book to order. Enter code **X919**.

Another great membership benefit brought to you by the CCAA.

Offer expires Dec 20, 2010. Not valid on journals, courses and some distributed products.





SIRC

SIRC SPORT LIBRARY: OVERUSE INJURIES

The intense training and schedules of specialized athletes leaves them particularly susceptible to overuse injuries. Understanding the causes of overuse injuries, how to avoid them and in the event that one occurs how to treat and manage that injury is key for both the athlete and coach.

Please visit www.sirc.ca/ccaa during the month to read the following articles:

Overuse injuries in young athletes: an overview

The observation is made that many of the injuries sustained by young athletes are due to overuse.. The article discusses how prevention strategies should be employed in an effort to reduce injury occurrence and thereby maximize the enjoyment and benefits of youth participation in sports.

Source: DiFiori, J. (2002). Athletic Therapy Today, 7(6), 25-29.

The Incidence of Shoulder Injury among Collegiate Overhead Athletes

Shoulder injury in overhead athletes, who perform repetitive overhead motions, has been well documented; however, there is a paucity of data regarding the incidence of specific shoulder injuries in these individuals. Data were collected from the pre-season medical examinations and medical records maintained throughout the collegiate careers of 371 overhead athletes.

Source: Journal of Intercollegiate Sports Dec2009, Vol. 2 Issue 2, p260 9p.

Risk Factors for Overuse Injuries in Runners.

There are many suspected risk factors for running-related overuse injuries; however, this remains a difficult area to adequately study. Training volume (mileage) and the occurrence of previous injuries seem to be the two most consistent risk factors across epidemiologic studies.

Source: Current Sports Medicine Reports Oct2007, Vol. 6 Issue 5, p307 7p.



Risk of overuse injuries – prevention and understanding of individual factors are the key

The author offers opinions on sports medicine and the prevention and treatment of sports injuries, citing his own experience as the team physician for a soccer team in Sweden's top professional league.

Source: Scandinavian Journal of Medicine & Science in Sports Dec2008, Vol. 18 Issue 6, p677 2p.

Acute and Overuse Injury – New and Old Treatment modalities

This discusses the treatment and management of soft tissue injuries; several studies regarding new treatment methods are presented. Two separate studies examine the treatment of elbow tendinosis, cryotherapy in acute ankle sprains, and patella tendinopathy.

Source: SportEX Medicine Jan2007, Issue 31, p4 2p.

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