



## **All Pro Team Sports Recognized as Verified Independent All-Star Dealer by National Sporting Goods Association**

FOR IMMEDIATE RELEASE

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**DOWNERS GROVE, ILLINOIS (December 11, 2019)** – The National Sporting Goods Association (NSGA) is pleased to announce that All Pro Team Sports in Baltimore, Maryland is recognized as one of the most experienced independently owned dealers in the sports industry.

All Pro Team Sports, which was founded and is owned by president Mike Lotocki, has met the required criteria to become an NSGA Verified Independent All-Star Dealer. The NSGA Verified Independent Dealer Program was designed to share the benefits of working with an industry expert who delivers unmatched customer service.

Becoming an NSGA Verified Independent Dealer is a symbol of excellence in the sporting goods industry that is similar to other programs in other industries.

“In just 10 years, All Pro Team Sports has established itself as one of the top team dealers in the greater Baltimore area,” said Matt Carlson, NSGA President & CEO. “All Pro’s success is a testament to a family atmosphere that includes a young, energetic and growing staff and sales team.

“NSGA constantly searches for ways to help independently owned retailers and dealers face the challenges of today’s business climate,” Carlson said. “The NSGA Verified Independent Dealer Program helps an All-Star Dealer such as All Pro Team Sports differentiate itself from its competition.”

Participants in the NSGA Verified Independent Dealer Program were vetted through an application and reference process. They are required to meet a variety of criteria, including overall employee experience, years the business has been in operation, sales volume, industry knowledge and expertise. Reference checks were performed with customers and sporting goods manufacturers who do business with All Pro Team Sports.

All Pro Team Sports was founded with the objective of making an organization’s overall uniform, apparel and equipment process an enjoyable one. By creating the right expectations and through continuous communication, All Pro strives to deliver an exceptional experience for every program, every time.

“We’re very excited to be recognized for our expertise and customer service,” Lotocki said. “All of us at All Pro Team Sports understand the integral part sports plays in our lives. We want to do what we can to





enhance that experience so it is a memorable one. We plan to continue the commitment to those who love participating in sports.”

All Pro Team Sports will maintain its verification status in the NSGA Verified Independent Dealer Program for a three-year period. The company will receive a variety of marketing materials and have access to additional education opportunities provided by NSGA.

“Sharing the value of doing business with an NSGA Verified Independent Dealer is important,” Carlson said. “Athletic directors, coaches, school superintendents, league directors and other customers will benefit from understanding the value of working with a Verified All-Star Dealer such as All Pro Team Sports.”

The NSGA Verified Independent Dealer Program was launched in January 2019 and 14 companies have achieved Verified Dealer status since June 2019. The program originated from NSGA’s Team Dealer Advisory Committee, which is a group of NSGA members who are actively involved in addressing issues and concerns affecting sports and the sporting goods industry.

For more information on the NSGA Verified Independent Dealer Program, contact Marty Maciaszek, NSGA Team Dealer Division Director, at [mmaciaszek@nsga.org](mailto:mmaciaszek@nsga.org) or (847) 296-NSGA (6742), ext. 1260. To learn more about All Pro Team Sports go to [www.allproteamsports.com](http://www.allproteamsports.com).

#### **About the National Sporting Goods Association**

Since 1929, the National Sporting Goods Association (NSGA) has been the leading voice and go-to resource for sporting goods retailers and dealers. NSGA helps the industry grow the business through research, advocacy and networking. For more information about membership or NSGA’s products and services, please visit [nsga.org](http://nsga.org)

