



Arizona Interscholastic Association
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NEWS RELEASE

GERRY DAVIS SPORTS AIA PARTNER OF OFFICIALS' APPAREL AND EQUIPMENT

PHOENIX, AZ (September 03, 2010) – The Arizona Interscholastic Association (AIA) is proud to announce a new partnership with Gerry Davis Sports (GDS). GDS is now AIA's official partner and the preferred source for all referee / umpire equipment and apparel.

GDS opened its doors in 1997 in Wisconsin. Since then it has developed a nationwide reputation for innovative products and competitive prices. Majority owner Gerry Davis, a 28-year Major League Umpire and 10-year crew chief, sees the business as an opportunity to bring a cliché to life.

“Giving back’ is something a lot of people talk about but it’s something we are really doing,” said Davis. “We focus a lot of attention on customer suggestions and our own innovative ideas, then we develop products to meet the unique problems every referee and umpire see in their games.”

Beginning in 1977, GDS developed an athletic plate shoe for umpires; the first combination pants; a convertible umpiring shoe; enhanced fit chest protectors and shin guards; adjustable waist pants for baseball, softball, basketball and wrestling; and most recently black football pants with a variety of officiating features.

“This agreement with AIA will help us develop an even wider customer base, and that will enhance our ability to both develop new products and push down the cost of manufacturing,” said Davis. “The result will be innovation at the lowest possible retail prices.”

During the term of the agreement, GDS will be at most officials meetings with product available for sale. If GDS runs out of stock at these meetings, they can take orders on sight and have product delivered as soon as possible.

“It is important to AIA that our officials have easy access to quality apparel and equipment,” Chief Operating Officer Chuck Schmidt said. “We know GDS is committed to being available at officials meetings of all sports and that is the main reason why this partnership made the most sense.”

As part of the agreement, all registered AIA officials receive a 7.5% discount on each retail purchase. Only a few discounted, sewing and close-out items are excluded. The discount is automatic whether an order is placed by phone, online, or at a meeting. GDS is in the process of building a dedicated webpage section for AIA officials.

For more information, registered AIA officials should contact Pat Miles, GDS Director of Marketing, at 262-909-1133 or patrick.miles@gerrydavis.com, or Jeanie Kosower, AIA Assistant Commissioner of Officials, at 602-385-3818 or jkosower@aiaonline.org.

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