

NHSBCA Vendor Spotlight



Mid-America Sports Advantage (M.A.S.A.)

By Casie Vogel – NHSBCA writer

Vendors come and go but at the NHSBCA’s annual convention, coaches can usually find Grayson Goodness, trade show coordinator, at the Mid-America Sports Advantage (M.A.S.A.) booth.

Goodness and M.A.S.A. have followed the convention around the country, from Chicago, St. Louis, Oklahoma City, Tucson, Nashville, and to this year’s convention in Raleigh, North Carolina.

“We go to just a ton of different types of conferences and clinics. I like this one because it is smaller, and it seems to be more family-oriented,” Goodness said. “Guys really personally know where other guys are from and where they coach. Like at the banquet last night, which I thought was really great, there were some really heartfelt speeches and that’s something you don’t see at your huge, national show where you have 5,000 attendees.”

Based in Jasper, Indiana, the small company started 30 years ago selling field dirt. Today, they provide products to a variety sports beyond baseball and softball, including football, basketball, soccer, lacrosse, and more.

“We started with a one-page flier, then it went to a two-page flier and then over a 160-page catalog,” Goodness said.

For M.A.S.A., attending conventions is a great way to interact with coaches and show off some of the products they offer.

“We just have such an array of products, from bleachers to windscreens to backstop padding. We usually realize sales after a show. We bring some small stuff so if guys want to pick it up and maybe save some shipping that’s fine, but our emphasis is getting our catalog into their hands,” he said.

The secret to the small company’s success is in the ownership, according to Goodness. Despite economic challenges, M.A.S.A. has been working hard to make an appearance at conferences and conventions and spread the word about the company.

“Even with the economy down-turning the last two or three years, our owners actually believe that we should do more shows, we should work harder and get out there where other people kind of pull back,” he said. “Maybe they don’t hire new people if they lose somebody, and we just kind of have an opposite philosophy. When the economy gets bad you just got to work harder and go after it.”

Goodness travels to about 26 shows a year. He spends most of his time on the road from December until April, attending shows from Thursday to Saturday, sometimes with his wife Diane.