



## Quakes' Davis owns up to wins - and losses

By Brian Dohn, Staff Writer

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### SAN FERNANDO VALLEY QUAKES:

Not just for kicks  
Quakes' Davis owns up to wins - and losses

 **VIDEO:**  
FV Quakes' Mat Davis

 **VIDEO:**  
FV Quakes' Brad Rusin

Mat Davis played indoor soccer, including a stint with the Anaheim Splash, and had a few trials with Major League Soccer teams before calling it a career and moving into the business world.

He thought he'd moved on, anyway.

His hunger for playing high-level soccer remained unsatisfied, so he put together a group of 10 investors to form the San Fernando Quakes, a team that plays in the United Soccer Leagues' Premier Development League.

Davis, 34, who is a starting midfielder as well as an owner, admits it's a challenge keeping up with

early 20-somethings on the field, but that's nothing compared to the hustling he does off it.

He runs two businesses, one (printableperksinfo.com) an online advertising company for small businesses, the other (doggieandthecity.com) a company that sells dog owners a box filled with natural grass so that pets can do their duty on a balcony or patio.

And he is the Quakes' director of football, making him, in essence, the ruling owner.

"It's like I have four jobs," said Davis, who played soccer at Cal State Northridge.

"It's a lot of work, but it's something I love to do."

Davis said it costs \$40,000 to \$50,000 annually, including a \$10,000 yearly fee to USL, to run the Quakes, and is proud to say the club broke even financially last year. While attendance is not very high - about 100 people attended each of the past two games - he secured a lead sponsor from Re/Max realty, whose name the team displays prominently across its jerseys, and also gained sponsorship from Frontier Toyota and EX Drinks to defray costs.

"There's 1.2 million people in the Valley, so there is enough people to make this successful," said Davis, who sometimes winds up doing the team's laundry. "The hardest thing is we have to compete with so many forms of entertainment. There's so much to do here. If we had a decent budget and could get the word out, I think we

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would do very well."

The Quakes' general manager, Justin Szabo, is a business manager at Szabo Accountancy Corporation, and volunteers his time to the Quakes.

The Web site's main writer is a volunteer. The coach, Juan Florez, is paid a nominal fee.

"The Valley is the largest suburb in the country," Szabo said.

"Alone, it would be the fifth largest city. We're trying to provide the best family entertainment, but also try to give an opportunity for these rising stars to be showcased."

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