

Orange County Register, Sports Section

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Name: Jennifer Noonan

Job: President of College Sports Quest

Residence: Newport Beach

Background: Noonan played volleyball at Corona del Mar, where she was a member of the Sea Kings' CIF State championship team in 1984. She then attended, and graduated from, UC Santa Barbara. Noonan coached volleyball and soccer on several levels, including at Corona del Mar. In her work with high school athletes, Noonan recognized their need for in-depth assistance with college recruiting. So, three years ago, she founded College Sports Quest, which provides college-recruiting assistance for high school student-athletes. College Sports Quest (www.collegesportsquest.com) is the official academic partner of the CIF-Southern Section, which is the governing body for high school sports in Orange County and much of Southern California. College Sports Quest has an office at the American Sports Center in Anaheim.

What's the best thing about your job? The most rewarding part of my business comes when I sit down with a young person and help them realize and understand the opportunities available to them, and then coming up with a game plan for them that helps them achieve their goals.

What's the most difficult part of your job? A lot of personal time is needed to attend to a client's needs, to make sure everything is on track. Client needs are very specific. Every different client is in a different recruiting situation.

What is a typical day like? Each day I go from business meetings to meetings with families to attending sporting events to preparing presentations. I attend a lot of games to watch our student-athletes play.

How did you get started? I worked for a national recruiting organization for a year. It was an athletes-exposure business. I felt that families really needed more individual counseling and more follow-up, too. So the program I developed was one that takes a family through all of the steps. A lot of families have no idea about everything that is involved in recruiting.

What is your most memorable moment? There have been quite a few memorable ones. The most recent one happened when I was sitting down with this All-CIF goalkeeper who didn't realize the caliber of his accomplishment. That day, we were able to change his outlook and his life completely. Now, he is going to Cal Lutheran on a two-thirds scholarship. That's why I do what I do.

Your business is a growing one, and a competitive one. How can you make yourself stand above the crowd? We try to provide a lot of educational material to the parents. We have a lot of presentations we give to high school teams and to club teams. We have one on July 9, at UC Irvine. And being a partner with CIF speaks for itself.

STEVE FRYER, Orange County Register