In only a few decades Liberty University has grown from just a vision to the world's largest Christian university and America's largest private, non-profit four-year college. As Liberty continues to take leaps forward — upgrading its academics and athletic facilities in a major campus transformation, increasing its academic excellence, and continuing to bring in prominent figures from every sphere of society — the university is refining its current brand.

“We have already established brand equity in our current word marks, athletic logos, and other visual branding elements,” said Chancellor and President Jerry Falwell, Jr. “We believe that now is the time to make certain updates to our branding elements — prior to the anticipated advancement of Liberty's athletic program to the highest levels of NCAA competition over the next few years. We are implementing a more modern, refined and refreshed appearance without straying too far from Liberty's classic look.”

The updates include a bolder enhancement to the Flames eagle logo, a new monogram, and refinements to the university word marks. It also includes a new logo for the Liberty Flames Sports Network which is set to launch in September. In light of our explosive growth and expanding national prominence, we feel it is time to adopt the custom of other major universities in allowing our initials to speak for themselves,” Falwell said. “As we continue to set the bar and lead the way in many athletic and academic endeavors, we are confident that this step will ultimately result in greater brand recognition; when people hear of LU they will think of Liberty University.”

Falwell said the enhanced brand is "designed to integrate the strength of Liberty's past with its future" and is grateful for the significant role faculty, staff, alumni, and supporters play in helping to fulfill the mission of Training Champions for Christ.

Refined Branding Poises Liberty for Continued Success
Excerpt from post on www.liberty.edu/campusrec/clubsports March 5, 2013

Men's Lacrosse Newsletter

For physical training is of some value, but godliness has value for all things, holding promise for both the present life and the life to come.

1 Timothy 4:8 (NIV)

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Liberty Moving Up in MCLA Div II
After starting the 2013 season ranked 20 in MCLA Div II the Flames have steadily moved up the board with an impressive 4-0 season to date.

After knocking off Charleston in their season opener, the Flames have won 3 consecutive games on the road against George Washington, SCAD, and Costal Carolina. They have been dominant, outscoring their opponents by an average of 9.25 goals a game and 62 – 25 overall.

Upcoming HOME Games
March 23 – 7 pm
Game against Northwest Conference rivals
Davidson College Wildcats

March 27 – 12 midnight
Rescheduled game against Tennessee Wesleyan
Player Profile

#4 Ethan Kamholtz

This month’s profiled player is Ethan Kamholtz – a sophomore at Liberty University but in his first year with the LU Flames men’s lacrosse program.

At the end of week six Ethan was not just leading the SELC but the entire nation (Division II MCLA Teams) in both saves per game (21.25) and save percentage (0.773).

What is your favorite thing about Liberty University?

My favorite thing about Liberty is that you can find any group of people to fit in with. There is something available for people of all interests.

What are two goals you have for the year ahead?

Build my coaching resume and win a national title.

What is the one thing you miss most from home?

Cams New York Pizza.

What is your favorite or life verse?

The Lord is my light and my salvation; whom shall I fear? The Lord is the strength of my life; of whom shall I be afraid? Psalms 27:1

PLAYER HIGHLIGHTS

Class: Sophomore
Position: Goalie
Height: 6’ 2’
Weight: 185
Hometown: Penn Yan, NY

Flames Head into Spring Break with a Solid Start to Season

Since beginning the season as #20 in the MCLA Division II polls, Liberty Flames have done nothing but win, earning them the #14 ranking in the week five polling.

Leading the way for the Flames has been their high powered offense, led by freshman attack Ryan Miller. With 17 goals and nine assists thus far, Miller currently sits third in goals scored in the Southeastern Lacrosse Conference and is making it look easy in his first year with the program. Fellow attack, Joe Gargiulo, is right behind Miller with 16 goals, while 2012 leading scorer, junior Kurt Tobias, has found the back of the net 12 times picking up right where he left off last season. The Flames offensive prowess garners a lot of attention, but that cannot overshadow the defense, which has been just as vital.

Led by sophomore net minder, Ethan Kamholtz, Liberty has kept all their opponents in check, with none reaching double digit scoring. Having stopped 77% percent of the shots he has faced, Kamholtz leads all Division II goalies in save percentage. Kamholtz also leads the SELC in saves per game at 21.25.

While he has been stellar, it’s not all Kamholtz, as freshman midfielder Bryce Mrakovich is fifth in the conference with 23 ground balls and junior defender, Nathan Lowmaster, has scooped up 17 as well.

Editor’s Note: The spring break road trip is going to be the team’s biggest test of the year. They will be playing four games in four days. The schedule will test their endurance and physical stamina as well as their mental toughness.” The Flames (4-0) will be facing two ranked opponents — Grand Valley State, ranked No. 2 in MCLA Division II, and Indiana Tech ranked No. 11 — as well as Aquinas out of Grand Rapids, Mich., and Taylor University, a Christian school in Upland, Ind.
A Coach’s Perspective
by Mark McQuillan

Having recently retired from gainful employment my son provided me with an opportunity that was hard to refuse – the chance to come down to Liberty and assist him in coaching the Men's Lacrosse team. I use the word 'coach' loosely. Being from Canada my lacrosse experience was limited to “box” lacrosse and it has definitely been a few years since I played.

I am not here to talk about my coaching experience as much as to share what I have gained and learned from the young men associated with the Liberty lacrosse program. I feel blessed to be around such a tremendous group of young men – their love of the game and the enjoyment they get from playing together is evident. Having started strong with a 4-0 record we clearly have some talented individuals that have quickly molding into a cohesive unit.

In our practices we try to stress that we will only be successful by sacrificing self for the betterment of the team ... adopting a selfless attitude on and off the field. This attitude is manifest in many forms; whether it means playing within a system that limits freedom of action, having to dodge to pass rather than shoot, trading in our long pole to help the team in other areas or simply encouraging from the sideline .... doing the right thing ... doing what needs to be done on and off the field.

What we are trying to create is a team that has passion for the game and for each other. Ideally we are trying to create an environment where their Christian walk is encouraged.

The coaching staff chose 1 Timothy 4:8 as the team verse as we began the season to remind us that regardless of how successful we are on the lacrosse field what is of ultimate importance is our individual walk with God and seeking his direction in our lives.

Know that as coaches we continue to strive to make our players successful on and off the field. As a parent that once sent a young man to Liberty as a student, I just wanted to say thanks for sending your sons to us. We appreciate each and every one and would solicit your continued prayers for us as a team and as individuals.

Our hope is that as the player’s investment in the team and in each other, they will find the experience to be meaningful and positive, and be of significant influence as they develop as young men.

We look forward to seeing you at the games and appreciate the tremendous fan support we have enjoyed this season.

LU LAX Tailgating Season has Arrived!
by Andy Briggs, Team Supporter

The 2013 lacrosse tailgating season will officially kick off on Saturday, March 23, 2013 beginning at 3 pm.

This inaugural event will be held prior to the 7:00 pm game against Northwest Division rivals Davidson College Wildcats.

While the men's lacrosse season provides exciting fast-paced viewing of the best lacrosse talent around the season also provides opportunities to unwind together over some of the best slow-cooked food in the south!

Whether you’re an avid lacrosse fan or not sure yet, come on out for a pleasant afternoon enjoying time with your friends – and perhaps even make some new ones!! See you near the stands at the lacrosse fields on East Campus at 3 pm on March 23.

For more details and information on this event please contact Andy Briggs at andrewbriggs@cox.net
A selection of posts taken from www.mclazone.com this season:

Liberty set to jump to Div I in 2014
“You've seen the facilities and the gear—Liberty is not just another MCLA program. Their success in the MCLA and SELC Division 1 will be contingent on a balance of hard work and solid recruiting.” (Jan 16, 2013)

LIBERTY Vaulted into #2 Spot
“Why? I think I have a good sense of the LIBERTY "program". The LIBERTY program is driven from top to bottom & has the talent to see it through. Let's see where they can take this in 2013.” (Feb 21, 2013)

SELC NW DIVISION Roundup
“Division bullies ELON and LIBERTY continue to build their resumes. ELON took out highly regarded FLORIDA GULF COAST. LIBERTY delivered a beat down on SELC D1 GEORGE WASHINGTON.” (Feb 27, 2013)

March 1-3 Weekend Preview
No. 16 Liberty at No. 14 SCAD - A Liberty team who has received tons of hype faces a SCAD team that is getting into the teeth of their schedule. In the SELC, SCAD is the old guard and Liberty is the new kid on the block, but both have loads of talent. The Bees went on the road to Lynchburg last season and won 9-6. Can Liberty return the favor? (Mar 1, 2013)

Support from fans – at both home and away games has been phenomenal this season!

Sadly the weather has been a little uncooperative to date this season but it hasn’t dampened the spirit of the friends, family and fans of the Lacrosse Flames!!

Supporters have travelled far, provided tremendous vocal support from the stands, supplied the team with great food and will be hosting tailgating functions at future home games. Thanks to everyone for their tremendous support!

NEWSLETTER CONTRIBUTIONS

- If you have an article, suggestion, or notice to post in the next or future editions please send them to: liberty.flames.lacrosse.newsltr@aol.com
- Deadline for April edition is Monday, April 1, 2013.