

Baseball, LLC Buys Cherokee Athletic and Cherokee Baseball and Softball Academy in Maryville, Tenn.

Baseball, LLC Buys Cherokee Athletic and Cherokee Baseball and Softball Academy with plans to grow already successful business. Well-known instructors and trainers will remain as capabilities for serving athletes expand.

Aug. 26, 2009 - [PRLog](#) -- MARYVILLE, Tenn. – Cherokee Athletic and Cherokee Baseball and Softball Academy have been sold to Baseball, LLC, a group of East Tennessee investors with big plans for the future of athletics in East Tennessee. The sale will be finalized on Sept. 1, 2009. Terms of the sale were not disclosed.

Cherokee Athletic and Cherokee Baseball and Softball Academy, located at 1410 Sevierville Rd. in Maryville, consist of a 4,500-square-foot retail shop and a 10,000-square-foot indoor training and instruction center with professional-quality baseball and softball batting cages. Currently, the Cherokee Academy draws young athletes from all over East Tennessee to train at the Maryville facility.

“We have athletes who travel from Chattanooga, Crossville and the Bristol area to train here at Cherokee baseball and Softball Academy,” said Doug Bochtler of Baseball, LLC. Bochtler, who played Major League Baseball for San Diego, Detroit, Los Angeles and Kansas City now provides baseball training, conditioning and coaching for amateur athletes ages 8 to 18 and select professionals and college players at its Maryville facility.

Bochtler said, “Cherokee is a state-of-the-art training operation with strength and conditioning, nutrition, video training, and one-on-one and team coaching from former college and professional players, coaches and scouts.”

First-Team All American and former University of Tennessee softball star Sarah Fekete-Bailey, who led the nation in hitting with a staggering .500 (110-of-220) batting average and earned a Gold Medal at the World University Games in Taiwan, leads the softball program at Cherokee Baseball and Softball Academy. Fekete-Bailey, a Maryville native, completed her career as the all-time Tennessee leader in batting average, on-base percentage and stolen bases while finishing second in runs scored and hits.

“There’s no other program in East Tennessee that rivals what we do here at Cherokee Academy,” Fekete-Bailey said. “With the involvement of Baseball, LLC, we’ll have access to more resources and be able to do even more for the athletes we train. It’s exciting to see how this will benefit Cherokee Athletic and Cherokee Baseball and Softball Academy and the athletes we serve.”

Baseball, LLC says the world-class instructing staff at Cherokee Baseball and Softball Academy will remain unchanged and only be enhanced to include a wider breadth of both baseball and softball training options.

In addition to the talented staff, Baseball, LLC representatives say they will focus attention on expanding the Cherokee Athletic Pro Shop, which carries equipment from Rawlings, Wilson, Under Armour, Louisville Slugger, and Nike among others for the youngest tee ball players to the most advanced and seasoned pro. A full line of stock and custom uniforms is offered for all sports and Cherokee Athletic provides screen printing and custom embroidery.

Cherokee Athletic and Cherokee Baseball and Softball Academy have nine employees. It is opened from 9

a.m. until 9 p.m. Monday through Friday, from 9 a.m. until 6 p.m. on Saturday and noon to 6 p.m. on Sunday. For more information, call (865) 681-6122.

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