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Denver-based photography and publishing company Rich Clarkson and Associates, LLC has produced and designed the commemorative book celebrating the 100th anniversary of the National Collegiate Athletic Association (NCAA). "In The Arena – *The NCAA's First Century*" is a 256 page book celebrating the accomplishments and history of the NCAA. The book was written by Joseph N. Crowley and all photographs were supplied and coordinated by NCAA Photos which is also managed by Rich Clarkson and Associates.

Rich Clarkson and Associates/NCAA Photos, photographs all 88 championships for the NCAA and are the official photographers for both the Denver Broncos and the Colorado Rockies. Clarkson and Associates has also produced and designed two photo exhibitions that travel to various NCAA championships throughout the country.

Former National Geographic magazine designer and now Denver resident Kate Glassner Brainerd designed the book, and National/Herschfeld of Denver printed the book. Josh Hanfling's company Qube Visual made the traveling photo exhibitions for the NCAA.

Clarkson and Associates is currently at work on a book celebrating Arlington National Cemetery.

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