

Sacramento Soccer Alliance

Proposal Version 1



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Background and Introduction

Recently Land Park Soccer Club (LPSC) and Greenhaven Soccer Club (GHSC) met and discussed cooperating in their Select (Metro) programs. The goals were to:

- Provide a better Select experience for the players
- Provide a better player development program to improve the skills of LPSC and GHSC players
- Field at least 1 Select team in each age group (both LPSC and GHSC were missing teams in certain age and gender categories)
- Provide better coaching and training
- Expand the Select program and make it a model for other clubs or organizations

In December 2009, a basic agreement was reached that LPSC and GHSC would move forward to create a partnership and build a cooperative Select program.

Since that time, coaches and administrators from LPSC and GHSC have been meeting and formulating a structure for an integrated program. The enthusiasm and interest from most of the coaches and administrators have resulted in a proposal for very close cooperation between the two clubs and the establishment of a Select program which would be second to none in the Sacramento area.

At the same time, it was agreed that the clubs would not force any one team to join this new structure. The teams immediately affected, U9 and U10's, are all enthusiastically on board with this program and want to implement it as soon as possible. **All other teams, U11 and above, would not be required to participate in the new structure. If a team wants to maintain their individual status quo in either Greenhaven or Land Park, they would be allowed to do so. Those teams not wanting to participate would not be affected. At the same time, the training resources developed by the new structure would be made available to the non-participating teams.**

In essence, non-participating teams can benefit from this cooperation with a larger player pool, additional training resources, and more marketing by the clubs. Simultaneously they do not have to avail themselves of the parts of the program they do not find attractive. This proposal has done everything it can to accommodate the various points of view while developing a program going forward which will benefit the players from Greenhaven and Land Park.

The following is a proposal for that structure.

Program Composition

As of February 5, 2010, the combined Select program consists of the following teams:

Girls	Greenhaven Teams	Land Park Teams
U9		Bravehearts
U10		Legacy
U11	GH Rage	Tigers
U12		Sting
U13		Heat
U14	Elite	GP FC
U15		Velocity
U16	Panthers and Inferno	Dragonflies
U17		Panthers
		Extreme
U18/19		

Boys	Greenhaven Teams	Land Park Teams
U9	Earthquakes	Revolution
U10		Galaxy
U11	SuperSport Vikings	Fury
U12	Vibe	Shock
U12		Galaxy
U13	Pumas	
U14	United	Vipers
U15	Rangers	Zoomers
U16		Thunder
U17	Milan	
U18/19	Magic	

As outlined, the matrix of teams shows that the two programs are complementary in many age groups and achieves one of the goals of the integration: fielding teams in each gender and age group category (with 1 exception). Without cooperation, both programs would be missing teams in certain categories and would, therefore, not be able to provide a Select opportunity to its players. This would potentially lead to a loss of players from either club as they looked for a Select team somewhere else. With some form of cooperation, all age groups field a team for which players from both leagues could try out.

LPSC and GHSC will cooperate at all age groups, but will mandate integration of their programs at the youngest age groups, U9 and U10. This integrated program would be given its own name and identity to mirror the cooperation of LPSC and GHSC:

Sacramento Soccer Alliance (“SSA”).

Analysis of Cooperation and Integration Issues

After reviewing and discussing the composition of the combined program, a consensus was reached on the following issues:

- LPSC and GHSC would cooperate at all age levels in promoting the Select programs.
- Some teams would continue as individual Select teams with their respective clubs and would not be part of a new integrated Select program, SSA.
- Teams in age groups U13 and above were well established with both coaches and players. Therefore, the integration into SSA of these teams in these age groups is less pressing as coaches and players were happy with their situation. Integration into SSA could occur, but would be based on coaches' initiative and agreement. **SSA integration would not be mandated by the Select programs.**
- Teams in age groups U11 and U12 were somewhat established with players and coaches. Integration of teams in these age groups into SSA would be considered on an age group/gender basis. **Integration into SSA would not be mandated by the Select program.** Teams in each age group and gender would only be able to join SSA if all teams in that gender specific age group unanimously agree to join SSA. *(Example: all 3 teams of U11G must agree to join SSA for any one team to join. If one team does not want to join SSA, then none of the teams will be able to join SSA in that age group.)*
- Teams in age groups U9 and U10 were a mixture of established and mostly non-established teams. In order to move the integration forward in the short term and established a long term strategy and vision, teams in these age groups would be required to participate in SSA. **All teams in these age groups are enthusiastic about implementing this program as soon as possible.** There would be sensitivity to the individual team situations, but these teams would be the base of the SSA program and would create the model for future teams.
- In subsequent years, all U9 teams will be SSA teams and not LPSC or GHSC teams.

Sacramento Soccer Alliance

The SSA would be a new entity consisting of people from LPSC and GHSC. The SSA would provide the administration of the Select teams that were part of the SSA. It would not have administration of those Select teams that chose not to participate. The SSA would be free to develop its own program and guidelines for Select that were in the best interest of players from LPSC and GHSC.

The Organization

The Alliance will be jointly run by personnel from LPSC and GHSC. While having significant input from LPSC and GHSC, the Alliance will be run as a separate organization. It will have its own rules on player and coach selection. The suggested structure is:

The Board

- President – GH/LP
- Vice President – GH/LP
- Treasurer – GH/LP
- Registrar – GH/LP
- Members At Large
 - Greenhaven Soccer Club President
 - Land Park Soccer Club President
 - Land Park Soccer Club Member
 - Greenhaven Soccer Club Member

Select Committee

- Responsible for selecting the coaches for the SSA
 - Applications
 - Resumes
 - Interviews
- The committee members are:
 - President
 - Vice President
 - A minimum of 2 Members At Large

Other Volunteer Positions

- Academy Director – GH/LP
 - Oversees the Academy and organization of play dates
- Assistant Academy Director – LP/GH

Election of Officers

- GHSC President would choose a GHSC member to be an ‘At Large’ member of the SSA Board.
- LPSC President would choose a LPSC member to be an ‘At Large’ member of the SSA Board.
- The members of the At Large Board of the SSA would fill the Officer positions of President, Vice President, Treasurer, and Registrar.
- The Officers must include 2 members of each club.

Registration Costs and Revenues

In corporate language, the SSA is a jointly owned subsidiary of LPSC and GHSC. SSA must be able to create and manage its teams and program without costing its parent clubs any money. SSA would use its parent clubs' fields, insurance, referees, etc. just as present Select teams do. To pay for those services, the fees collected by SSA would flow through to the respective parent clubs.

Current Fees

Presently LPSC charges \$120 for its Select program and GHSC charges \$105 for its Select program. As part of the cooperation, the fees of both clubs should be the same. It is suggested that GHSC raises its fees to \$120 for its Select program. This extra revenue will benefit GHSC and allow it to provide more services to its players.

A breakdown of the LPSC fees is as follows:

Recipient	Fee	Usage
SYSL	\$23	Registration
LPSC	\$57	Club fees, insurance, referees, field maintenance, etc.
LPSC Select	\$40	Select program and trainers, lighted fields, etc.

SSA would also charge \$120 for its registration program.

Revenue Flow Through

As indicated in the team matrix, certain teams are affiliated with their respective clubs. This affiliation would continue in SSA. This affiliation would result in particular teams paying fees to its affiliated club.

Example:

The U10G Legacy is a LPSC affiliated team. They will use LPSC fields, refs, insurance, etc. just as it would under a non-integrated program. They would pay LPSC \$23 for the SYSL registration fees and \$57 for club fees. All or most of the \$40 of Select program fees would also be paid to LPSC in exchange for lighted fields, trainers, or other services provided by LPSC

In this example, the U10G Legacy would use LPSC fields and refs, therefore, paying its fees to LPSC (If a team uses GHSC fields, it would pay its fees to GHSC).

Therefore, the SYSL and LPSC costs would be paid for by the SSA registration fee, resulting in no lost revenue for LPSC. If LPSC provides Select specific services for SSA, those costs would also be paid for by SSA.

This example would also be true for any GHSC team, so those fees would flow through to GHSC. *Neither LPSC nor GHSC should see any reduction in revenue due to the creation of SSA.*

If successful, SSA can actually make money for their respective clubs if it is able to create or attract more Select teams to be part of the Alliance. A larger pool of Select SSA players creates more revenue for the clubs and helps subsidize other Select teams and Recreational teams.

Uniforms

A neutral uniform color scheme was agreed upon by LPSC and GHSC representatives. A number of different combinations were considered, and it was decided that the SSA colors will be Tarheel (sky or light) blue and white (an example of this color scheme is Manchester City of the EPL). This color scheme is not worn by any other Sacramento club and will differentiate the SSA from other Select organizations.

With the assistance of Kombat Soccer, a Nike Rio II S/S uniform decided upon and priced. 2010 is the first year of the Nike Rio II, so uniforms purchased in 2010 will be good for 3 years. Uniforms will be delivered in late June/early July. A tentative price breakdown is as follows:

Nike - Rio II S/S		
3 years left		
Jersey (Home)		\$ 16.25
Jersey (Away)		\$ 16.25
Shorts	1	\$ 13.00
Socks	2	\$ 13.00
Alliance Brand	2	\$ 8.00
Number	2	\$ 6.00
Subtotal		\$ 72.50
Tax	8.75%	\$ 6.34
Total		<u>\$ 78.84</u>

In 2009, LPSC teams spent \$105.92 and GHSC teams spent \$75 on their base uniforms. This uniform saves LPSC teams money and costs roughly the same for GHSC teams.

The name Alliance will be emblazoned across the chest of the uniform, much like a sponsor’s name is on a professional uniform. This will again differentiate the Alliance from other clubs and the LP and GH Select programs.

New LPSC & GHSC Select teams and teams (new or existing) from outside of LPSC & GHSC will be required to purchase the new uniform. If they so choose, existing LPSC and GHSC Select teams electing to join the Alliance will be allowed to wear their Select kits from the previous Select season(s) until that style is no longer available for purchase. For example, the current LPS Select kit has only the 2010 season until the style is no longer available. Once the current kit has “aged out,” the Select team must purchase the kit associated with the SSA. Those LPSC and GHSC Select teams not electing to join SSA will not be required to purchase the SSA uniform.

Website

There will be a single Select website marketing the Select teams for the following entities:

- Sacramento Soccer Alliance
- Greenhaven Soccer Club
- Land Park Soccer Club

This website will be www.SacSoccerAlliance.com. It will be hosted by GoDaddy.com for a charge of \$4.99 per month. It will have a color scheme similar to that of the uniform colors discussed previously in this proposal.

On the **LEFT** navigation there will be the following Section Headers:

- Alliance Select Teams
- Greenhaven Select Teams
- Land Park Select Teams

Each respective team will have a webpage on the site, and will be listed under the appropriate Section Header affiliation. This will be a valuable marketing tool for all teams involved.

Registration for Play dates, Tryouts, and Academy Play dates will be done through this website for the Alliance, Greenhaven Soccer Club and the Land Park Soccer Club.

Association

All Alliance teams must register with CYSA. Any Alliance team can register with US Club if it desires. Any costs associated with US Club affiliation must be paid for by the individual team separate from the \$120 registration fee.

Philosophy

To provide soccer players in the Greenhaven and Land Park communities an organized, high quality Select Soccer Program with licensed coaches and trainers. The focus of the program is player development. The program will provide an environment in which players that are enthusiastic about soccer can play with other players that have a similar attitude. This environment, combined with licensed coaching, should allow players to maximize their development and prepare them for whatever level of soccer they aspire to in the future.

The Sacramento Soccer Alliance would welcome Select teams from outside of Greenhaven and Land Park to join the Alliance if they share the philosophy of the club and can contribute to the overall experience of the players.

Player Development and Training of Players

So far, LPSC and GHSC have run 3 joint training sessions. Attendance at each session was over 50 players per session. One more training session is planned (weather permitting).

These training days have been huge successes. It has allowed the players to get more touches on the ball, allowed parents to meet prospective coaches, allowed the coaches to see some of the prospective players, and allowed LPSC and GHSC coaches to get to know each other.

Player development is a critical part of the Alliance philosophy. If the Alliance properly develops players, many of its players will go on to play at higher levels. The Alliance would hope that it can provide a basis for many of its players to go on to play whatever level they aspire to, whether it be Competitive (“Comp”, High School, College, or beyond).

To achieve that goal, the SSA will have an academy in the off-season to give players a chance to further enhance their skills. The SSA would not only provide this training to its Select players, but would also offer training in an academy setting to Recreational and Select players from both LPSC and GHSC. This will improve the overall soccer experience not only for SSA players, but all players in LPSC and GHSC.

Academy:

The SSA will organize training play dates throughout the year for the following groups:

- Younger Recreational players: U7 – U10
- Younger Select level players: U9 – U11
- Older Select level players: U12 – U19

Recreational Play dates

The SSA will run an Academy in the spring that provides training for the younger age recreational players in the community. Various Select coaches will participate in this training. This Academy helps build a strong foundation in the Greenhaven and Land Park Recreational soccer clubs.

Select Level Play dates for U9’s – U19’s

The Sacramento Soccer Alliance will organize training play dates for the older Select level players throughout the year. The SSA will build a strong relationship with organizations such as Sac State, Sac United, and others. These play dates will be run by their professional trainers. An ancillary benefit of a reciprocal relationship with a Comp team will be that the Select level players will get exposure to the idea of Comp level soccer and the opportunity to tryout. In return, Sac United can recommend the SSA to players that do not make the final roster of Sac United respective competitive teams and, therefore, provide strong players for SSA teams.

Training

Sacramento Soccer Alliance coaches will have the opportunity to have nationally licensed trainers come out to their practices and train their teams. The SSA is affiliated with many professional soccer trainers.

Coaches

Sacramento Soccer Alliance Head coaches all have at least a USSF 'E' license, with the Assistant coaches having at least the USSF 'F' license. The SSA highly encourages its coaches to obtain higher USSF and/or NSCAA licenses.

Tryouts and Player Selection

Joint tryouts for all age groups are now scheduled for February. Coaches from all of the Select teams from both clubs will attend to evaluate and select players. Player selection is one potential area for conflict between LPSC, GHSC, and SSA coaches.

For teams not part of SSA, tryouts would occur as usual, with LPSC teams picking LP players and GHSC picking GH players. If there are too many players for one team in a particular age group from one club, then the overflow players can be selected by a team in the other club. Also, if there is not a team in a particular age group from a particular club, players from both clubs will try out for the available team(s) in that age group. This process will help teams from each club fill out their rosters and also provide spots to players from other clubs that might not have been available otherwise. Coaches will be encouraged to work with each other as much as possible. **Non-participating teams will be not be affected by the SSA player selection process.**

For SSA teams, a proposed player selection process is as follows:

Intent

The intent of SSA is not to create a tiered system with an "A" or "B" team in each age group. The intent is to create competitive teams while still allowing team and club loyalty where possible.

This drafting process is to allow SSA to develop a fair method of allowing coaches to bring a core group of players to SSA with them from previous teams while at the same time allowing coaches with a smaller group of core players to build a competitive team.

It allows teams from outside of the SSA's home area (i.e. Land Park and Greenhaven) to join the SSA and not lose their players to other SSA coaches. At the same time, it allows coaches from SSA to be able to build a team with players from LPSC and GHSC without worrying about the best ones supplementing a team from outside of SSA.

It should result in a fair system which allows all teams in an age group to be competitive and not stack the deck in favor of one team in an age group.

This system should:

- Allow players who want to play with a particular coach to signal that desire in pre-Select stages and potentially play for that coach. This creates an incentive for a coach to promote the Select program.
- It can develop team and program loyalty.
- It provides a framework to subsequent drafts as a team ages and loses players. It gives a process for existing teams to add players while allowing new teams to come in and be part of the process.

Definitions

Core Group A group of players that played for the Head Coach the previous year, (whether in Rec, Select, or Comp). Players who have not played for the Head Coach in the previous year cannot be counted as part of the Core Group.

Draftable Players All eligible players in an age group that have tried out for a Select team and are not part of a **Core Group**.

Team Selection Process

The child of the Head Coach and the child of 1 Assistant Coach are free selections for that team and are not counted in the drafting process.

One Team in Age Group

If there is only one team in an age group, then that team chooses its players as it sees fit. All selections must be approved by the Select Committee.

More than One Team in an Age Group

If more than one team in an age group, the following protocol is followed:

- Coach A indicates the number of players in his/her **Core Group**.
- Coach B indicates the number of players in his/her **Core Group**.
- The Coach with the lower number of players in the **Core Group** gets first pick of the draftable players. He/she selects players until the number of players on his/her team equals the number of players in the other Coach's **Core Group**.
- Once the numbers of players on the teams are equal, the Coach that has a higher rank (as determined by the SSA Select Committee) chooses first. The coaches then draft players on an alternating basis until the teams are complete.

Example

Coach A comes from Land Park Rec with 6 players in his/her Core Group.

Coach B comes from Greenhaven Rec with 3 players in his/her Core Group.

Coach B selects 3 players from the pool of draftable players so he/she has the same number of players as Coach A.

*The alternating draft then commences.
Coach A has a higher rank (As determined by the Select Committee). Coach A drafts a player.
Coach B then drafts a player.
Coach A then drafts a second player.
Coach B then drafts a second player.
And so on....*

The draft stops when all Coaches are satisfied with their number of players and do not want to add any additional players.

If the Coaches mutually agree to an alternative selection process, then the Coaches go to the Selection Committee for approval of the alternative selection process. The Selection Committee has the right to approve or disapprove of the alternative selection process as they see fit.

If there is more than 1 coach in a gender specific age group, but there are not enough players for more than 1 Select Team, then the Selection Committee considers the situation and makes the final decision on the make up of the coaching staff(s) and team(s) in that gender specific age group.

The Select Committee has final decision making power over the ranking of coaches, selection of coaches, make up of teams, selection of players, and any other issue associated with Select teams.

Any disputes involved with the selection of players will be resolved by the Selection Committee.