

November 2008 Newsletter



President's Message

I would like to thank all of those who helped make our 10th Anniversary Celebration a successful event. Two of our U11 teams (Coach Lewis and Coach Aguero) helped setup, serve and cleanup. We appreciate their spirit and help with the event. Coach Aguero's Girls U11 team sold the most tickets and is the winner of the \$500 Tournament Sponsorship Prize. We had a great time visiting and celebrating the successes and growth of our club. We were fortunate to hear from three of the founding members of the club. Chris Wright, Kelly Cook and Brad Moss were able to attend and took a few minutes to share memories of the club's early days. We also celebrated recent successes by our club teams. This fall we had impressive performances by our club teams. We have multiple teams who qualified for promotion and our Boys U11 team (Coach Lewis) made it to the semi-finals of the State Cup competition.

As part of the evening, I spent some time outlining our vision for the club. Our vision is to be a focused soccer development program. The program will offer various levels of participation, but key goals will be to build State Cup Championship teams, develop a pool of players to field State Champion HS Soccer teams and to place an increasing number of players into College Scholarships. We want to be considered one of the top five clubs in Utah.

In order to achieve these key goals, we are increasing our investment in training and development for both players and coaches. We have already seen significant improvement in our club teams and we are planning to continue these efforts as we go forward. We will be organizing spring pre-season tune up sessions for players who want to sharpen their skills before the start of competition, we will also be providing Summer Training Camps again in 2009.

One of the strengths of our club is our volunteer coaching. Our Coaches are parents who typically dedicate 10-15 hours per week to their teams. We are going to invest in the development of these dedicated people and help them be the best they can be. We want all of our coaches (head coach and assistant coaches) to take advantage of the Licensing Courses offered by UYSA and to obtain both an E and a D License in the coming 12 months. We will also be offering regular coaching clinics during the year to share best practices and instruct our coaches on various principles and tactics.

We are going to put increased emphasis on our image by requiring all teams to wear a standard uniform. We are researching some options and will be announcing the plans in early 2009. We are working very hard to contain costs, but we are committed to offering a high quality program. I am open to feedback from everyone in the club and anyone interested in joining our club. Please send your feedback to president@hcstorm.org.

Coach Licensing Clinic this Month

Every Coach who leads a team in Utah (district or state competition) must have an E License. A coach is allowed a one time 12 month waiver that allows you to coach while you work on obtaining that license. In order to obtain an E License, you must attend an 18-hour instruction clinic that is delivered by the Utah Youth Soccer Association (UYSA). Our club is hosting the next course this month in Springville. The course is being offered at the Springville Junior High School November 17, 19, 20 and 21. We are strongly encouraging all of our head coaches and assistant coaches and any parent who wants to help coach to take this course while it is being offered locally. Pre-registration and payment is handled online at www.uysa.org/education.html If you have any questions about this course please email me at president@hcstorm.org

U15 Girls Team Being Formed - Players wanted

We are pleased to announce that Steve Williamson is planning to coach a U15 Girls State Competition team this spring. There are still some open roster spots for this team and if you know of someone who would be interested in joining this team, please have them contact Steve directly at 489-5906. Please help us spread the word to any young lady born August 1, 1993 or later.

U17 Girls Team needs additional players

Our U17 Girls will be playing in the Premier division this spring and they are looking for some additional girls to complete their roster. If you know a young lady born on August 1, 1991 or later that would be interested in playing for Coach Lamont, please have them contact him at 489-8767.

Club Growth Plans

As part of our development plan we want to have at least two teams in every age group for both boys and girls competition. This growth will require us to find and recruit players and coaches to join our program. Please help us spread the word to soccer families throughout Utah County.

Key Events in 2009

There are five key events that we want everyone to plan on for 2009. Each of these events is important to the growth and success of our soccer program. (1) Annual Community Soccer Night; the primary purpose of this event is to recruit new players and coaches to our program. This is a chance for interested families to come and meet our coaches and leaders and to interact with the HC Storm family in a fun and casual setting. We need to invite everyone to attend this event in 2009. (2) Annual Golf Tournament; last year we held the inaugural HC Storm Golf Tournament. The event was successful and helped us raise some money. This year we are going to greatly increase awareness and we hope to raise a significant amount for the club. (3) Annual HC Storm Night at the RSL; last summer we had an awesome evening at the RSL game. We had over 400 people from the HC Storm family come to the game and four of our club teams were able to play pre-game scrimmages on the field. Our players escorted the MLS players onto the field and formed the tunnel for introduction. Several of our older players were selected to be ball boys for the RSL

match. We plan to make this an annual tradition and select one game each summer to attend as a club. (4) TBD Fundraiser; we want to hold a second fundraiser during the summer in 2009. At the celebration event we asked for ideas. If you have an idea on something we can do as a club to raise money, please send your ideas to president@hcstorm.org. (5) Annual Parents Evening; we want to continue what we started last week. Each fall we want to gather the parents of our club together and celebrate what our club has accomplished and talk about what our goals and objectives are for the coming year.

More information will be coming about dates and details. But please plan to join us for these great club activities.

ODP Tryouts are Happening Now

US Youth Soccer's Olympic Development Program (ODP) is a national program that has been in existence since 1977 and is considered the finest soccer program in the country. ODP is designed to identify and develop talented youth soccer players throughout the country to represent their state association, region and the United States in soccer competition. ODP is offered as a compliment to club programs and as an additional resource for player development as they prepare for state, regional, national and international competitions. Utah ODP represents the highest level of youth soccer offered in the state of Utah and is available to all youth soccer players born in 1998 or later and registered with Utah Youth Soccer. Many of our HC Storm players are actively participating in the ODP tryouts this year and we wish all of them the best of luck!

Club Communication is Critical

With the changes we are planning and the growth we are striving for, club communication is critical. We have two primary communication tools that we use, the first is this newsletter and the second is the website www.hcstorm.org. Please help me make sure that everyone in the club is signed up and receiving the newsletter. To sign up, simply visit the website and click on the link for the Newsletter. Also, please make a habit of visiting the website at least once a week and familiarize yourself with the information that is contained and delivered there.

Albertsons Community Partners Program

The HC Storm Soccer club is a member of the Albertsons Community Partners program. This means that the club can receive money based on our purchases at Albertsons. Depending on the items purchased, we can earn as much as 4% of the total shopping bill. To participate, you can print the form on our website (<http://www.hcstorm.org/albertsons>) and take it with you the next time you shop at Albertsons. You need to have your Preferred Savings Card number in order to register. Please help us take advantage of this fundraising tool.

Sponsorship Drive

The HC Storm Soccer Club is a great collection of families and individuals within the Mapleton, Springville, Salem and Spanish Fork communities. We represent a great

communication and marketing opportunity for local businesses. In an effort to create a win-win opportunity for both local businesses and our club, we are offering a sponsorship program. The goal of this program is to give local businesses a cost effective channel to communicate with potential customers in our club, while generating some additional funds for our club operations. If you know of a local business that would be interested in our sponsorship program, please invite them to visit our website at www.hcstorm.org/sponsorship.html or to email president@hcstorm.org.

Thank You to Our Current Sponsors

We are very fortunate to have corporate sponsors who are supporting our club. Currently **Neways International**, **The Junction**, **D&S Fabrication & Machine**, **UCCU** and **Larson & Rosenberger** are sponsors of our club. I encourage everyone to visit our sponsorship page on the website and to learn more about these businesses. If you have opportunity to do business with any of these companies, please thank them for their support of our club.