

# SASC

## 2015 Annual General Meeting



Thank you for coming!

Report on Sunnyvale Alliance  
Soccer Club to our  
Membership, as outlined in our  
Constitution

Please sign in and enter our  
draw for a free Spring 2015  
Registration!

# AGM Agenda

- Board member introductions
- 2014 AGM minutes approval
- Board member reports
- Proposals for changes to the Constitution, Rules and Regulations, or procedures
- New Business
- Election of open Board of Director positions
- Member questions and issues
- Good of the Game statement

# Board Members

## SASC Board in November 2014

<b>President:</b>	Sandra Todd
<b>Vice President:</b>	vacant
<b>Treasurer:</b>	Andrew Waterhouse
<b>Secretary:</b>	Metin Gokcen
<b>Competitive Registrar:</b>	Laurence Berbessou
<b>Recreational Registrar:</b>	Jenny Chow
<b>Referee Director:</b>	Tibor Polgar
<b>Field Director:</b>	Donna Hughes/Haruko Matsuda
<b>Recreation Director:</b>	vacant
<b>Competitive Director:</b>	Daniel Ornelas
<b>Fund Raising Director:</b>	James Mayes
<b>Tournament Director:</b>	Jeff Kordes
<b>Volunteer Director:</b>	Barbara McGarvey
<b>DOC, Player Development:</b>	Adam Clarke
<b>DOC, Coach Development:</b>	Andrew Ransome

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# 2014 AGM Minutes

## Sunnyvale Alliance Soccer Club 2014 Annual General Meeting (AGM) Minutes

Raynor Park Building, November 6, 2014

7:40 Call to Order / Welcome sign in reminder

7:41 Introductions of SASC Board

7:42 Approval of 2013 AGM Minutes

- Projected the minutes and asked attendees to read through them
- No discussion
- Asked for a motion to approve the minutes
  - Kathy Ortiz moved to approve the minutes of the 2013 AGM
  - James Mayes seconded
  - Approved unanimously

7:45 Board Member Reports

- Please refer to the PowerPoint presentation
- Treasurer Ken Guilfoyle provided additional commentary on the financial reports that were projected as part of the presentation

# 2014 AGM Minutes (cont.)

- 8:45 Proposed Changes to the Constitution, Rules and Regulations, Procedures
- Presented 7 changes to the Constitution, packaged together, that were approved by the Board of Directors (details in the Powerpoint presentation)
  - Opened up for discussion and vote by the Membership
  - **It was recommended/requested that in the future such changes be circulated to the membership prior to the AGM**
  - Kathy Ortiz moved to approve the slate of constitutional changes
  - Garry Epps seconded
  - Two abstentions, zero Against, all others For
  - The slate of constitutional changes was approved
- 9:08 New Business - None on the agenda

# 2014 AGM Minutes (cont.)

9:09

## Election of Open Board of Directors Positions

- Slate of candidates presented. Bios of candidates are in the Powerpoint presentation.
  - President: Sandra Todd
  - Treasurer: Andrew Waterhouse
  - Competitive Registrar: Laurence Berbessou
  - Recreational Director: no current candidate
  - Referee Director: Tibor Polgar
  - Tournament Director: Jeff Kordes
- There were no additional nominations from the membership.
- **It was recommended/requested that in the future candidates and their bios be circulated to the membership prior to the AGM**
- Asked for a motion to approve the slate of candidates as presented
  - Kathy Ortiz moved to approve the slate of candidates as presented
  - James Mayes seconded
  - There were requests from the membership to go the route of a paper ballot in order to allow candidates to be voted on individually
  - Kathy Ortiz withdrew the motion to allow for paper voting

# 2014 AGM Minutes (cont.)

Ballots were distributed and paper voting ensued.

Results of the vote:

President: Sandra Todd – elected

For: 23; Against: 4; Abstain: 1

Treasurer: Andrew Waterhouse – elected;

For: 27; Against: 0; Abstain: 1

Competitive Registrar: Laurence Berbessou – elected

For: 28; Against: 0; Abstain: 0

Referee Director: Tibor Polgar - elected

For: 27; Against: 1; Abstain: 0

Tournament Director: Jeff Kordes - elected

For: 23; Against: 1; Abstain: 4

Recreational Director: position remains open as there is no current candidate

9:30 Thank you gifts distributed to departing SASC Board Members

9:31 Read the Good of the Game statement

9:33 Meeting adjourned



# Board Member Reports





# President's Report

Sandra Todd

# The 'Big' Picture

- SASC is a youth soccer club
  - registered with CalNorth and USClub
- Cal North- Comprised of 9 Districts from Fresno to the Oregon border
  - District 2 - 18 soccer leagues San Mateo, Santa Clara, Santa Cruz, San Benito, & Monterey Counties.
  - FYSL- Foothill Youth Soccer League
    - SASC, and MVLA are the two clubs in this league,
- Foundation of SASC is under CalNorth
  - CalNorth is a 'bottom up' organization

# Big Picture

SASC – An active leader in our local soccer community

Tibor – Leader in Referee Community

District 2 – President is on the board

SSJ Foundation – Working to develop a new major soccer complex in the Bay Area

# US Youth Soccer is Changing

- Small Sided Games
  - SASC strongly supports the use of smaller sided games for player development
- Age change of teams to Birth Year (away from the Aug-Jul structure)
  - To better align youth soccer with national teams and international standards
- Implementation
  - All clubs in the District are working with Playing Leagues to make the same changes at the same time
- Message to SASC members has gone out.
  - Update on details of implementation when finalized

# Paid Coaches

- Youth Sports is becoming more ‘professional’
  - Paid coaches bringing a higher standard of player development
- Clubs need to deal with the legal and HR requirements of employing Coaches
- IRS Rulings strongly indicate that Soccer Coaches are NOT independent Contractors in most cases.
- Teams paying coaches directly without appropriate HR is also a risk

# Human Resources

- SASC implementing comprehensive HR practices to ensure our legal protection
  - Hired an outside company, HRIdeas, to assist
    - Has worked with other Soccer Clubs, understands our 'business'
    - Has much of the employee manuals already developed
  - SASC Member Traci Oberman, an HR specialist, is volunteering to help us through the transition
  - Implementing 'Mandated Reporter' Training for the safety of our players and our coaches as an example
  - Volunteer coaches will also be subject to much of the requirements eg Mandated Reporter training.

# Sunnyvale Soccer Complex

- Capital Investment in SSC sprinklers in last 12 months
  - Very, very old equipment in the ground
  - Improved uniformity of water coverage
  - Still need to do a few more sprinkler lines
- Improvements in the management of Dallas Grass
  - That spongy, sticky grass we all hate!
- SSC is, in many ways, our Crown Jewel
  - Our CalNorth emphasis assists us in protecting and investing in the site.

# Drought

- Changed watering practices
  - Necessary after SCUSD mandated a cutback and SSC barely survived (Spring 14)
  - Gomez Landscaping researched and experimented with a variety of new practices
  - Now using approx. **HALF** the water we used in Fall 14 enabled by the new sprinklers!
  - Added bonus of deeper rooted grass that is able to with stand more traffic

***Here comes El Nino!***

***(anybody got a sandbag?)***



# Financial Aid

- Important, but Challenging, for SASC
- ~316 players applied for Financial Aid this Fall 15 season
  - 16% of our total player population
- Need to standardize our Financial Aid as we standardize our coach payment and team costs – they are related
- Some teams exist only because of our financial aid
- Presentations to the City to raise awareness of what we are doing in this area

# Financial Aid

- True cost of Financial Aid for membership is small
  - Primary cost is a lack of income
- Cost for the 'rest' of the Financial Aid package can be high and hard to predict
  - Uniforms
  - Juniors payments or expense reimbursement
- Applying for tax credit benefit
  - Limited usefulness
- A priority for 2016
  - Uniformity, clarity, predictability



# Vice President's Report

James Mayes



# Treasurer's Report

Andrew Waterhouse

# Financial Highlights - HR

- Many more teams paying into the club to pay the coaches to remain compliant with State and Federal regulations.
- Purchased Worker's Comp for growing amount of Coaches within club
  - Legal requirement
- We have 20 Coaches that are being paid through the Club. Of the 20, 7 are on Salary, as a test vs. time cards.

# Financial Highlights

- Capital expenditures, SSC Sprinkler improvements, \$76K spent on sprinklers, \$4K on grass improvements
- A couple unbudgeted expenditures,
  - King's Academy Field Rental, Twin Creeks Field Rental for a total of \$25K
- Challenging to get reports needed to properly classify our revenue.
  - Interviewing other Online collection of Coaching Fees and Registration Fees companies, such as Paypal, Cloud501, Google, Demosphere and others.
  - Needs to be easy for our parents to register and pay

# Financial Highlights

- Purchased new equipment for Rec, Goals, Nets, bags for goals, Continuing to purchase new equipment in Rec and SSC.
  - Ongoing investment in our programs
- Will be in the Black for the season but very close to breaking even with Capital expenditures.

# Financial

- Comp Registration fees may need to go up for Spring 16 to cover HR and other increasing costs
  - Will bring close some of the disparity between Spring and Fall fees
  - Board will vote on in November/December



# SASC Financials

SASC's complete financial reports are available to our membership upon request. If you would like to review, please reach out to our President or Treasurer.

Thank you.



# Registrars Recreational

Jenny Chow

# Recreational Registrar

- 1098 players registered total: 673 early bird; 339 regular registration, 86 after registration deadline of 7/31
- Issues placing late registrants. Consider late fee?
  - Those on wait list often don't respond promptly or at all; difficulty balancing wait list requests with coaches' requests to add specific players not on wait list
  - Often wait list players have specific requests for practice locations, times based on other commitments and placing them can lead to unbalanced teams
- Some photos and age verifications not transferred in Affinity from earlier seasons

# Recreational Registrar

- Several coaches were not live scan approved at start of season. SASC Constitution does not mention whose duty it is to check Risk Management status of coaches; Constitution should be amended to address this function. Consider creating new position solely to address Risk Management as is done in other sports leagues.
- Coaches of pre-formed teams need to be reminded that they cannot send out rosters to parents before the official rosters go out from the league. This happened at least twice this season and caused problems when the league's roster was different from the coach's initial distribution.



# Recreational Director's Report

Stephen Geddes

# Recreational Program Volunteers

- ⚽ Huge Team Effort with many Volunteers
  - ⚽ Registrar: Jenny Chow
  - ⚽ Equipment Coordinator: Andy Wadsworth, Uniform Coordinator: Aliya Nisar
  - ⚽ Master Scheduler: Garry Epps
  - ⚽ Age Group Coordinators: Lars Haitz, Jon Cossey, Crystal Evey, Robert Clapp, David Rosen, Melissa Arias, Andy Ramans, Theo Blanco, Gerson Castro, Adam Dysart, Michael Corwin, Amir Moezpoor
  - ⚽ Referee Director: Tibor Polgar
  - ⚽ 130+ Registered Coaches & Assistant Coaches

# Rec Registration Numbers

- ⚽ Participation Fall 2015: 1084 players
- ⚽ 758 local Sunnyvale residents (70%)
- ⚽ 104 teams
- ⚽ Older age groups in D2 play-through leagues: U14B (5 teams), U14G (1 team), U16B (2 teams)

# Recreational Program

- ⚽ Coach Andrew providing outstanding mentoring/training to coaches, teams, and myself in my first season as Rec Director
- ⚽ Looking for new AGCs for a couple age groups (free registration (Comp or Rec) for one child for each division they coordinate)



# Rec Reminders

SASC is dedicated to Fair Play, and the focus of our program is the development of players, coaches and referees.

\*Emphasis on No Blow-out policy – getting better, but still common complaint (and downside of our “Play with Friends” policy);

\*Emphasis on safety and common sense conduct by parents and coaches (Held first Parents Meeting in a long time)

## Volunteer Coaches

\*By the time registration closes we typically have 90% of coaches in place, finding the last 10% is a perennial struggle

**\*Coaches are the face of our club, so it is critically important that we get this right every season!**

## Uniforms

\*Had a few uniform snafus with several uniforms arriving late from distributor.

\*Need to fine-tune uniform sizes and colors for age groups

**\*SASC member discounts (10% shoes and 20% apparel) at Soccer Pro, 1338 Saratoga Ave, San Jose**

**\*\*Changes coming for Spring 2016 Season: 10 game season!**



# Recreational Director of Coaching

Andrew Ransome

# Recreational Director of Coaching

## Technical Direction of the Recreational Program

- Preseason Volunteer Coach Training
  - Separate U6/7, U8, U10+ on field sessions
- U6/7 Parent Referee Training
- Rec2Comp Monday Academy Training
- Assist Recreational Director
- 2015 - New U7 & 9/10 Goals

# Recreational DOC

- Age appropriate curriculum
- New U8 Goalkeeper Training
- Game day observation
  - Follows up on questions and concerns
- Online Q & A
- Practice session assistance
  - Will run a session for any coach that asks



# Registrar - Competitive

Laurence Berbessou

# Competitive Registration 2015 Spring

- 792 Competitive Players registered for the Spring  
702 players in Spring 2014
- 55 Comp Teams
  - 43 teams played in CCSL, 2 played both CCSL and NorCal and 12 played exclusively NorCal
- 30 teams (U 12 & Under) 25 teams (U13 & Older)

# Competitive Registration 2015 Fall

- 825 Competitive Players registered for the Fall
  - 748 players in Fall 2014
- 58 Comp Teams
  - 43 teams play in CCSL, 15 play NorCal - 17 teams enrolled in NorCal State Cup
- 31 teams (U 12 & Under) 27 teams (U13 & Older)

# Competitive Registration Challenges

- Picture collection still very challenging:
  - 80% of the families do it at registration time, but going after the 20% missing is extremely time consuming.
- Spring: different links to follow depending if you were registering returning players from the Fall or a new players. Looking for a less confusing solution
- Fall: club registration easier as a new soccer season start for every player.



# Competitive Registration Challenges

- Collection of coaching fees for the Junior Program and a few older teams was a huge problem
- Tied into the players registration but added later on (mid-August) - many players were already registered.
  - Families could not log back in to pay, and were charged twice for the registration fees if choosing the payment plans we are offering.
- Some families paid although they were not supposed to pay online.



# Competitive Director

Dan Ornelas

# Competitive Program

- We have continued to have growth in our Program (U8 – U19)
  - 58 total teams with 18 girls & 40 boys
  - Additional training with our Academy & Goalkeeper programs during the playing seasons.
  - Club wide tryouts in June and December
- Added new coaches to our professional staff as we continue to transition the club towards a club employed professional coaching staff

# Competitive Program

- We have invested in more training equipment for our practice facilities
- We have completed our first year with in our new Adidas uniforms. Over 90% of our teams are in our new kits. Our relationship with Soccer Pro to provide our uniforms will continue through the 2017 seasons

# Competitive Program

- CCSL remains our primary league for competition
  - NorCal is used by some teams as their main league and by others as a second league or State Cup
- Adopting the new US Soccer mandates for team formation by calendar year birth age
- Promote our club branding with more advertisement and affiliations with local businesses

# Competitive Program

## Next 5 Years

- Continue to focus on player development and grow our Juniors program
- Promote and offer more year around playing opportunities for all players in our club
- Support the highest level of play for our top teams
- Help our top players to the ODP or PDP process

# Competitive Program Next 5 Years

- Educate and have a strong coaching program through the entire club
- Help promote more club events
  - Tournaments & other fundraising opportunities
  - Winter and Summer programs
- Look at creating more programs to introduce our recreation players to our comp programs



# DOC Reports

Andrew Ransome

Director of Coach Development

Adam Clarke

Director of Player Development



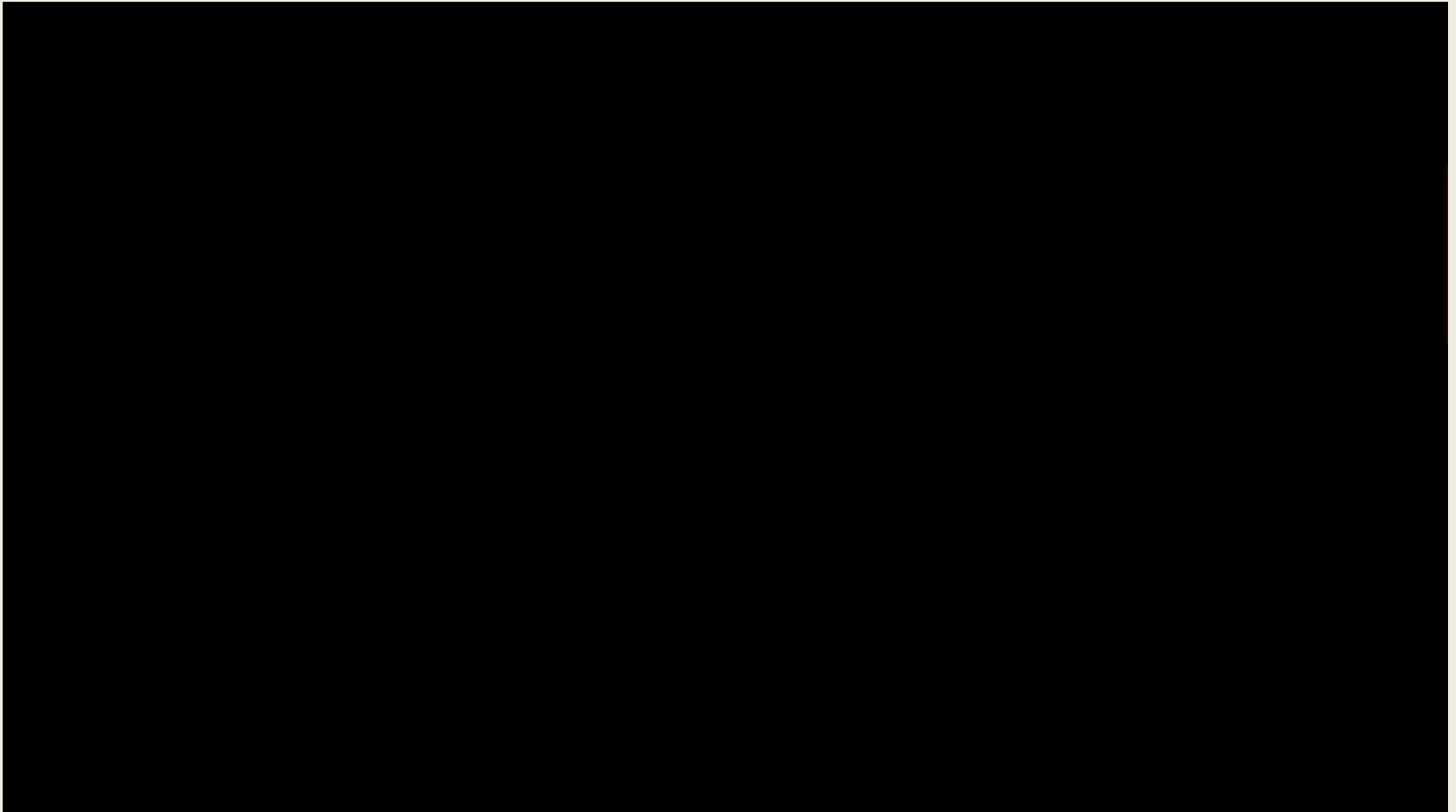
# Director of Coach Development

- Conduct Bi-monthly 8v8 & 11v11 SASC Coach Meetings
  - Discuss trends, share education, establish standards across the age groups when appropriate
- Liaise with CalNorth & NorCal leagues
  - Attend DOC and other meetings
- Implement US Soccer mandates (2016/17)
  - New US Soccer Mandates have been discussed at three coaches meetings already
- Facilitate coach training / licensing courses

# Director of Coach Development

- Oversee Girls' team coaches
- U9 & U11 Girls' age group head coach
- Represent club at State Level
  - 2015 CalNorth workshop presentation - Small-Sided Games
- Medina Cup tournament site coordinator
- SSC equipment maintenance

# Director of Player Development



# Director of Player Development

- Vision for the Competitive Program
  - Our goal is to develop a club culture and method of training that is consistent through the age groups
  - We have boys teams from our 07 through 04, 02, and 01 training collectively
  - In helping with that vision, the club has brought on new coaches
    - Ashkon Afsari, Andrew Bell, Jeff Dean
    - Guido Graziano, Yasser Khalil
    - Pedro Madrid, Timur Zukic

# Director of Player Development

- In this system, coaches can elaborate to help players get better
- Players have to opportunity to watch and play with other players in the different age groups allowing for better development
- There is more familiarity because of the uniform system of play that guest play is easier for all players
- And players enjoy and feel being part of a club setting
- Our continued vision is for further expansion throughout the club for all players

# Director of Player Development

As a club, one of our goals is to provide feedback on a player's development through player evaluations in the following areas

- Technical
- Tactical
- Physical
- Mental

This way the parents are getting feedback after each season on their player's development



# Field Directors' Report

Donna Hughes / Haruko Matsuda

# SASC Fields Overview

- Sunnyvale Soccer Complex
  - Leasing from Santa Clara School District
  - SASC maintains the field through Fall & Spring Comp registration fees
  - SASC determines when to close due to weather
  - Ongoing sprinkler work for even water coverage, and reduced water usage



# SASC Fields Overview

- City of Sunnyvale Fields
  - Permits issued by the city (March - Nov)
  - More fields in the Fall over Spring due to baseball in the Spring
  - City determines when to close due to weather
  - Fall Permits for lighted fields at Ortega Park and Cupertino MS
  - No winter permits in Winter '14/'15. Same for Winter '15/'16. City will provide rotating fields for drop-in athletic usage; weather permitting

# SASC Fields – Practice Scheduling

- Field Shortage
  - Shortage of quality fields with goals & fields at 4:30pm (Middle School fields start at 5:30)
  - Severe shortage of lighted fields and/or turf fields
- Practice Field Scheduling Responsibilities
  - Keep track of available fields and permits
  - Keep up to date insurance
  - Assign fields to teams for practices
  - Cultivate additional field rental opportunities to resolve field shortage

# SASC Fields – Practice Scheduling

- Accomplishments
  - Negotiated access to Foothill College athletic field through MVLA (Winter '14/'15)
  - Rented Futsal court spaces for SASC Futsal usage (Winter '15)
  - Secured access to King's Academy's main athletic field (Spring '15)
  - Secured lighted turf fields at Twin Creeks to alleviate lighted field shortage (Fall/Winter '15/'16)

# SASC Fields – Game Scheduling

- SASC has continued to provide fields for all competitive home games, all leagues.
  - The majority at the complex. Occasionally MVLA has helped with fields when a turf field has been needed.
- Worked hard to accommodate all game change requests.
  - Majority of requests were honored.
- Most requests via the game change form.

# SASC Fields – Game Scheduling

- Games all scheduled via GotSoccer, makes the process easier.
- Games moved around to accommodate Medina, and try outs.
- Continue to work closely with the referee coordinator
- SSC hosted D2 Cup games, MVLA and Stanford Tournament games

# SASC Fields – Game Scheduling

## Summary of Game Change Requests

- Add a new Scrimmage
  - **24** 10.7%
- Add a new Game
  - **22** 9.8%
- Add previously cancelled game
  - **4** 1.8%
- Cancel a game (may add game later)
  - **18** 8%
- Reschedule currently scheduled game
  - **152** 67.6%
- Other
  - **2** 0.9%
- Other
  - **3** 1.3%

# SASC Fields - Recreational

- Rec Game Schedule done by Garry Epps
  - Resolves as many conflicts as possible for coaches with more than one team,
- All games on City fields
  - Rec program plays on same field each week on Saturday
- City Field Co-ordinator arranges volunteers to go out do initial layout of fields, weekly restriping, moves goals, installs portapotties and tube locks etc
  - Barbara McGarvey filled this role this Fall 15
- Rec program has 13 fields in 6 locations throughout the city



# Referee Director's Report

Tibor Polgar

A View from the Center

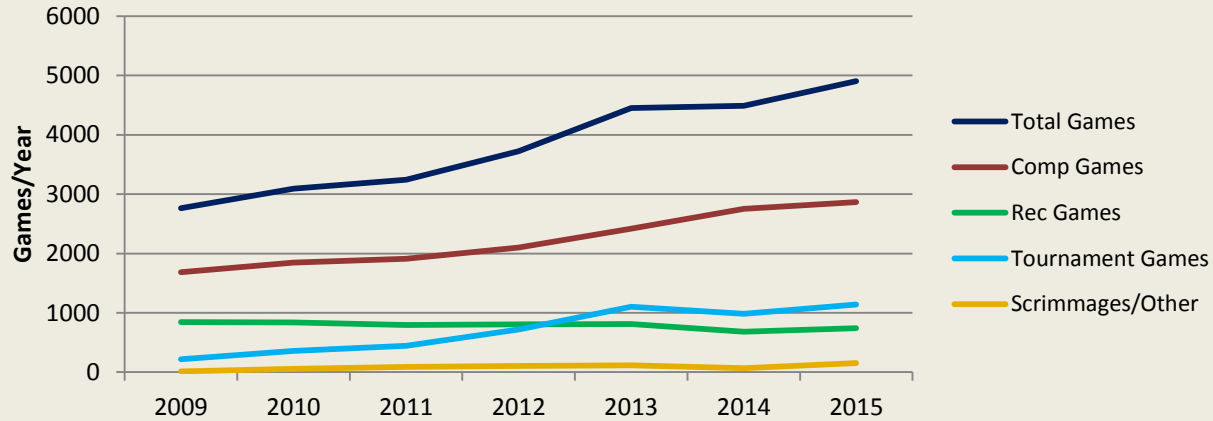


# Referee Report

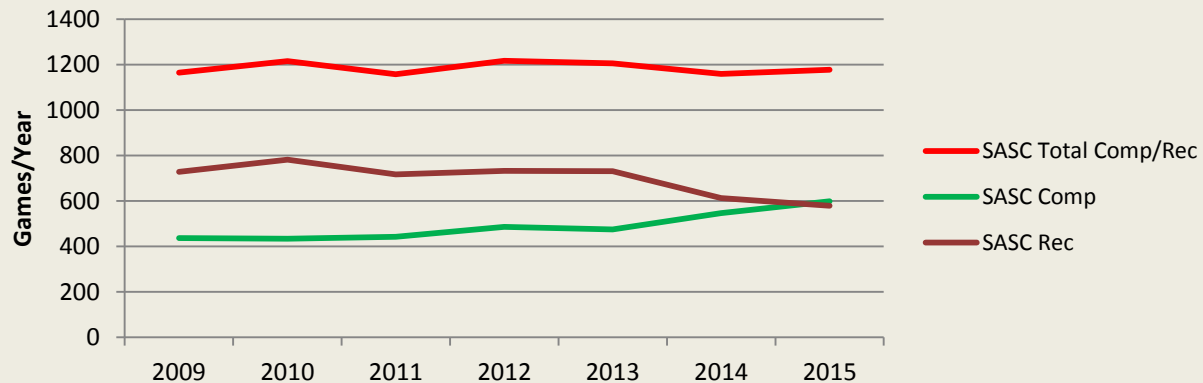
- ⚽ SASC / DYSL / MVLA / WVYSL share a referee pool
  - 798 Referees, 367 Youth ( $\leq 18$ )
  - 563 (566 in 2014) active referees, 400 (422 in 2014) do SASC games
  - Total Games 4903, SASC had 1607 (Up from 1425)
  - Unfilled slots for SASC vs. 4 club total -
    - 2014 SASC had 46 slots (6 Comp), total opens 115
    - This Spring SASC had 27 slots (7 Comp), total opens 104
    - As of 11/1, Fall SASC had 68 slots (7 Comp), total opens 262
- ⚽ We are part of a South Bay “SuperGroup” of 12 assignment groups.
  - Total referee pool is 2178.

# Referee Report - Games

## DYSL/MVLA/SASC/WVYSL Game Trends

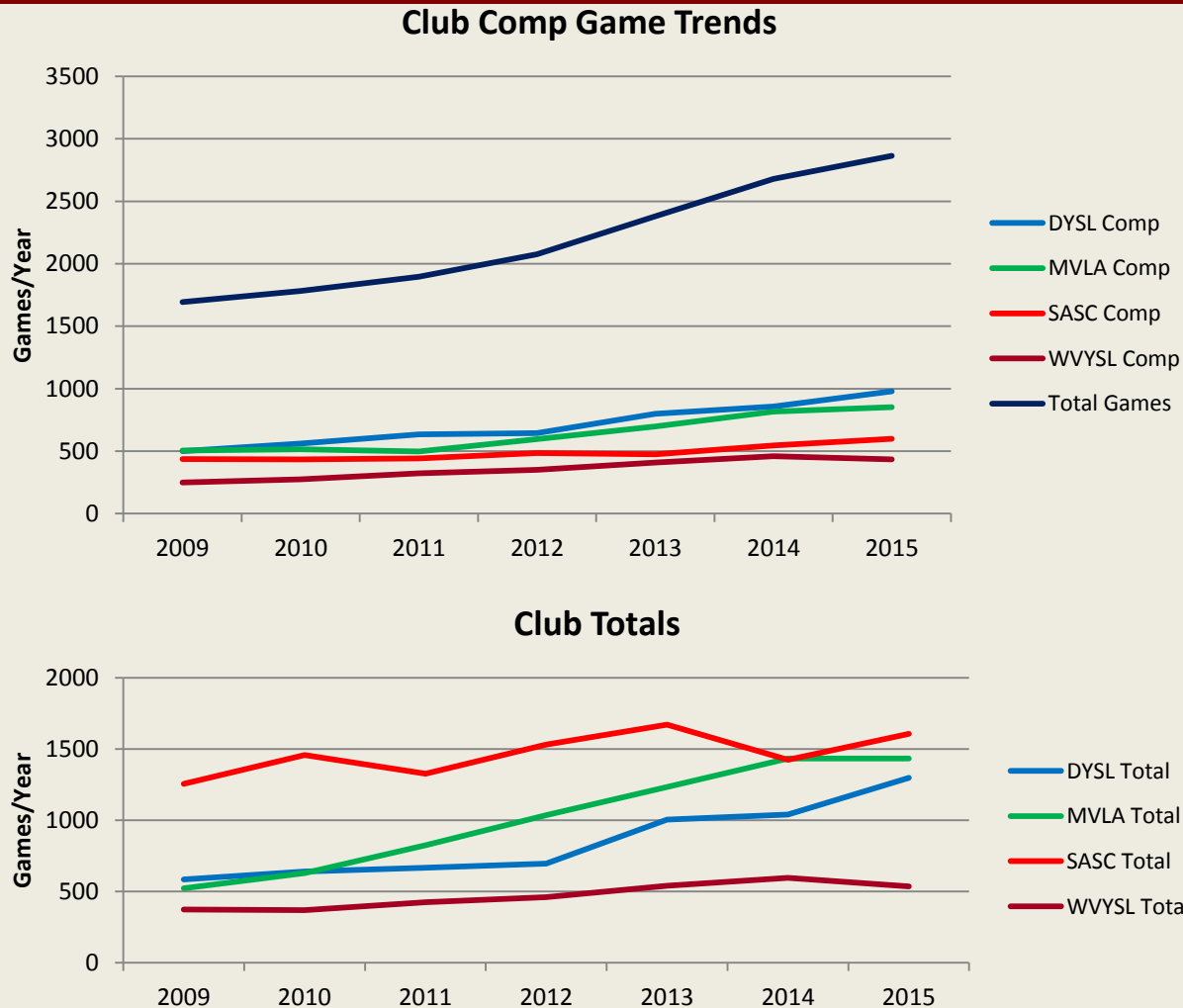


## SASC Game Trends



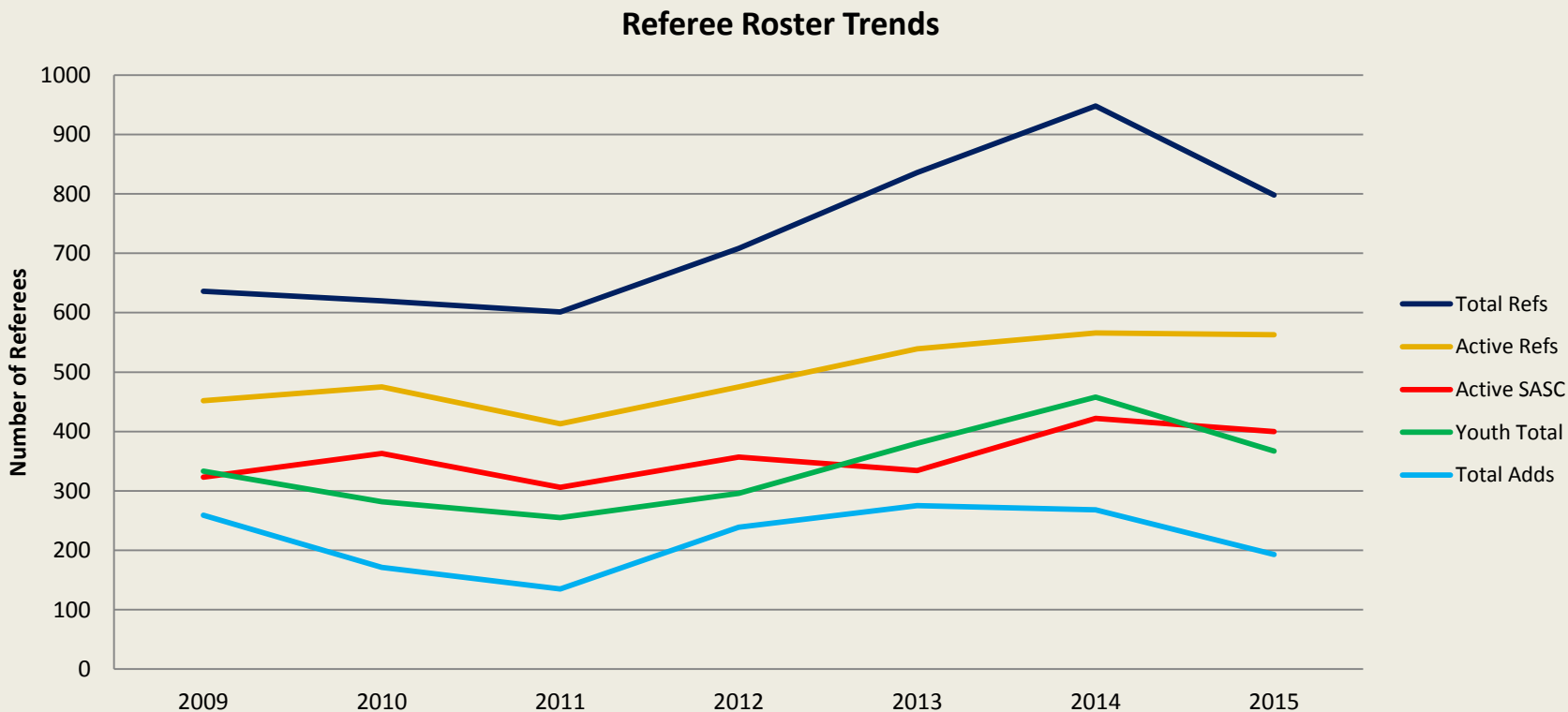
⚽ Big three year increase in Comp games.

# Referee Report - Games



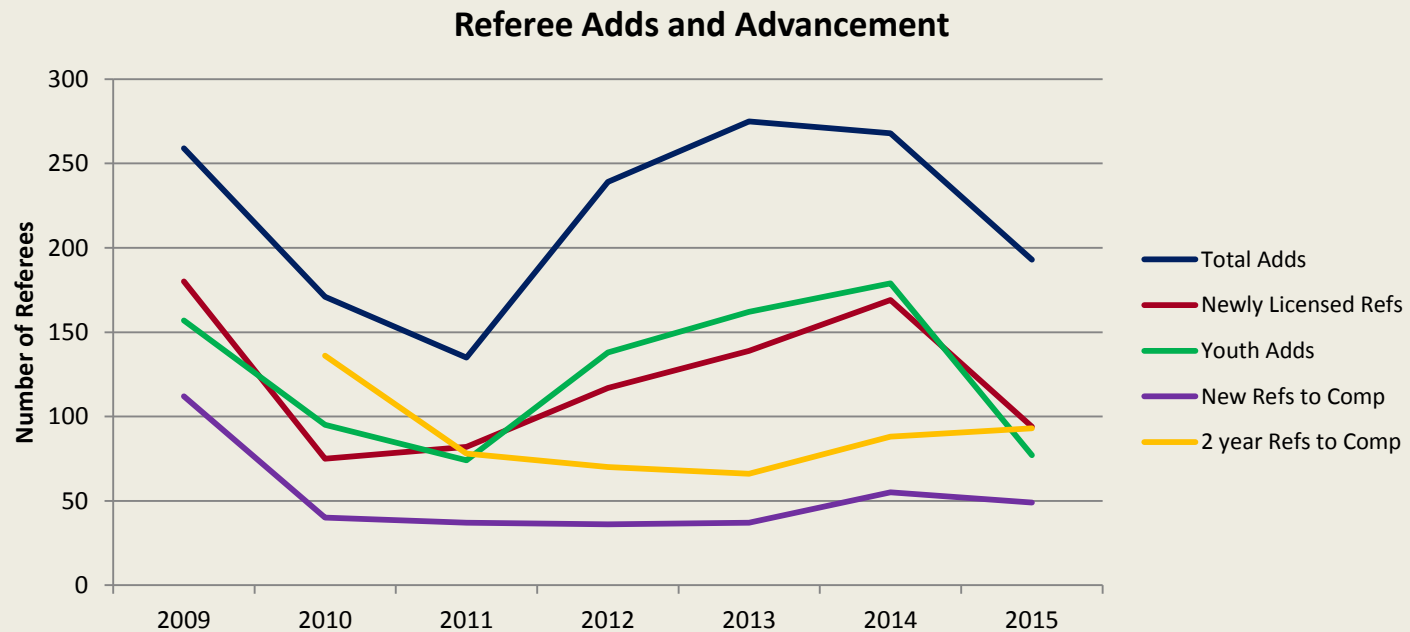
⚽ Since 2012, DYSL had 52% increase, MVLA had 43% increase

# Referee Report – Our Referee Pool



- ⚽ Only SASC held classes in 2015.
- ⚽ Purge of inactive and out-of-license refs
- ⚽ Active referees constant since 2012 but 38% more games

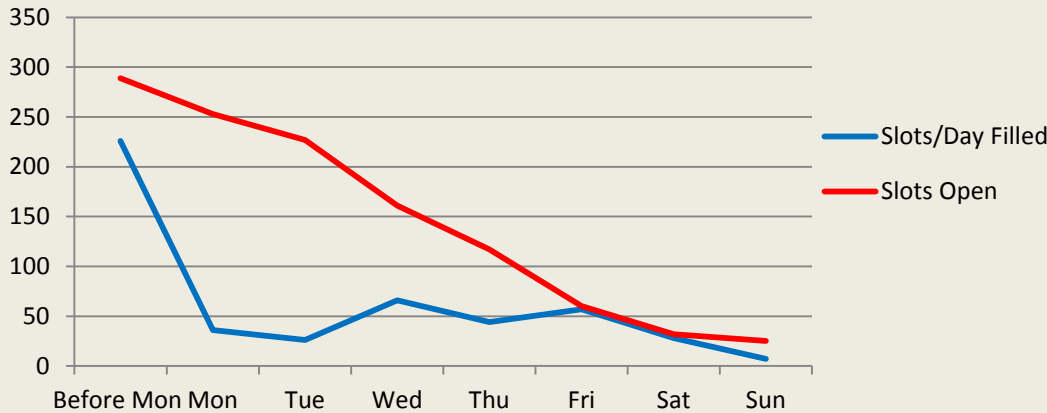
# Referee Report – Referee Dev.



- We gain over 200 referees a year, but lose about 150.
- About half of the new referees are “new” and need lots of training.
- Advancement to Comp CR takes about 3 seasons. AR is usually 1-2 seasons

# Referee Report – An Assignment Week

**Slot Assignment Trend for 10/10-11 Weekend**  
**189 Game, 515 Slots**



- Started week with 289 Open slots
- Sent out email pleas Tue – Fri
- Ended with 25 opens for the weekend
- Slots filled by 188 refs
- 16 refs did 3 more games/day
- 50+ refs marked themselves unavailable

## Survey of Unavailable Referees (110+ responding)

Officiating in other Leagues	30 (130+)	Away at College	7
Family/Personal	26	Parent of Player	6
School	16	1099, < \$600	3
Youth Player	19	College level Ref	2 (8)
Injured	12	Coach/Team	2
Work	9		



# Tournament Directors' Report

Vacant

Sandra Todd (Acting)

# Medina Fall Classic

- 168 teams – a record
- 28 Champions
- 300 games
- Over 600 Referees
- Over 140 SASC volunteers
- 2 Sites
  - SSC and Morgan Hill
- ~\$40k profit!
- Partnership with other Tournaments a key to our success





# Tournaments - What's next?



- Need a new Tournament Director
- Need to establish protocols for hosting events at SSC inc. D2 Cups
- Would like to run a spring tournament in the new game sizes



# Volunteer Director

Barbara McGarvey

# Volunteer

- 273 Volunteers last year
  - Should go above 300 by the end of the year!
- 763 hours contributed
  - Should go above 850 by the end of the year!
- Approx. 200 additional hours done by Board members and Key Volunteers

# Volunteer

- Every competitive team has a volunteer Co-ordinator
- Successful Food Drive in Spring driven by Volunteer Co-ordinators
- Key Positions need filling – City Fields Layout, Picture Day etc.



# Fundraising Director

James Mayes



# Constitutional Amendments

One constitutional amendment to  
add Director(s) of Coaching  
presentations to the AGM agenda

# ARTICLE IV – Clause B4

## Board Member Reports

- Add “n. Director(s) of Coaching”
- Reason: the Director(s) of Coaching are non-voting members of our Board of Directors. They attend the Board Meetings and they shape the coaching, curriculum, and player development of our club, both on the Rec and Comp side. Their accomplishments and vision need to be heard by the membership.



# New Business

None on Agenda





# Election of New Board Members

# Slate of Candidates

- Half the SASC Board is elected each year to serve a two-year term
- Recruitment of new candidates has resulted in the following slate of potential Board members and any nominations from the floor will be added to the ballot

# Election of Board Members

- Vice-President
  - James Mayes
- Secretary
  - Metin Gokcen
- Field Directors
  - Haruko Matsuda & Kari ElAmir (to share position)
- Competitive Director
  - Daniel Ornelas
- Recreational Registrar
  - Still recruiting
- Volunteer Director
  - Donna Hughes
  - Luann Wang
- Fundraising Director
  - Jeff Dean

# Vice President

## **James Mayes (Incumbent)**

I currently hold or have held numerous leadership positions in several soccer organizations. I am currently president of the West Coast Intercollegiate Soccer Officials Association as well as the CNRA South Region Regional Referee Administrator. I've been playing, coaching and refereeing for over 20 years. I have been with SASC with the Rec and Comp programs for approximately 8 years as a parent and a coach. My kids are currently involved in the U11 competitive program and the U14 competitive program.

Recently I was approved by the board of directors to fill the open Vice President role. I am committed to continuing in this role. I've also held the fund raising roles and PCA coordinator roles within the club. I also co-manage the U14 Fury 01 age group.

# Secretary

## **Metin Gokcen (Incumbent)**

Metin has been active with SASC for the last 12 seasons - coaching and managing in the Rec and Comp programs. He has been involved in two new age group start-up cycles in Comp - the current Bulls 02B teams and Elite 03B teams. Metin is currently the Age Group Manager for the U12 boys Elite teams, and an assistant coach with Elite 03 Boys Red. Through his involvement in the younger age groups, Metin understands what works well and doesn't work well in the age group model.

Metin's involvement with SASC has gotten deeper in the last three years when he joined the SASC Board mid-term. He has been acting in the Secretary capacity since February 2013. In the professional world, Metin has held professional services management roles in a variety of business applications companies.

# Co -Field Directors Practice Scheduling

## **Haruko Matsuda - (Incumbant)**

Haruko worked at Oracle as a software engineer in the database high availability space. She left her career and is now active in the Sunnyvale community as the Cherry Chase Neighborhood Assoc. Chair and received Neighbor of the Year Award in 2013. She was on the board for Sakura Club (a Japanese mom's group) as activity coordinator for 4 years. She served as the Field Scheduler for Sunnyvale Southern Little League this past spring.

Her enjoyment in community organizing, and her interest in supporting her soccer crazy son has led her to take on the manager role with the SASC Bulls 02 age

group in August 2013. As a manager, she struggled with getting sufficient access to practice fields over the Fall season and into the winter months for Futsal training. This led her to accept the position on the board as a Field Director focusing on practice field scheduling. She oversees 23 teams with 350 players, and mentors and guide 15 managers involved. Her background in software engineering has helped in her various roles.

She derives immense joy in creating an environment where players and coaches can come together to share their love of soccer. She would like to continue to make a positive impact on Sunnyvale's youth soccer players.

# Co-Field Directors

## **Kari ElAmir – Game Scheduling**

For the past 3.5 years Kari ElAmir has been the age group manager for the U11 intensity boys teams. Prior to that, she was involved with the inception of San Jose New Stars that was successful for a year. Kari managed teams, coordinated the league schedule for both recreation and competitive teams. She helped with obtaining field permits around San Jose. She spearheaded two fundraising events and organized a “night out with the SJ Earthquakes”. She also has organized scheduling for the Rocket Ship Academy’s soccer season. Kari’s professional life in product management entails her to be organized, diligent in meeting deadlines, utilizing problem solving skills daily and has been successfully doing this for 20+ years.

# Competitive Director

## **Dan S. Ornelas (Incumbent)**

I have served as the SASC Competitive Director for the last two years. I have implemented the SASC Junior's Club Program and brought uniformity across the younger age groups.

I am Director of Coaching at Field of Dreams Soccer. In addition, I have held positions as an Age Group Trainer at Sunnyvale Alliance Soccer Club and as a Head Coach at the Almaden Football Club. I have been with SASC with the Rec and Comp programs for almost 10 years. I have coached from U8 through High

School. My passion is working with younger age groups in developing a strong foundation of technical skill while making it challenging and fun.

## Coaching licenses & Awards

NSCAA Advanced National Diploma  
(USSF "B" License Equivalent)

NSCAA Director of Coaching Diploma

NSCAA National Goalkeeper Diploma  
(Level III)

NSCAA National Youth Diploma



# Recreational Registrar

**Still recruiting for this important position**

# Volunteer Director Candidate #1

## **Donna Hughes**

UK Registered Nurse. First Aid and CPR trained.

Volunteered on PTA boards for many years.

Volunteered at the Bill Wilson Center

Volunteered in Girl Scouts for many years, Leader of a large troop.

Large event director trained.

Volunteered at management level for Teen Dance Company ( a not for Profit company)

Director of a mother daughter two night camping trip. This includes a variety of activities during the weekend.

Worked alongside the SASC Tournament Director 2012

Field director for games for the past two seasons.

Been involved in soccer for over 20 years, managing teams.

I have worked alongside children for over 25 years. I believe I have a great understanding of children. I love nothing more than being a child advocate. My goal is to bring out the best in them, providing them with a safe environment to learn and grow.

My goal for Sunnyvale is to continue the growth of the club, providing our soccer community with the very best learning opportunities possible. By providing a soccer environment for players of all abilities to reach their own potential. To offer the best we can for our youth soccer players in Sunnyvale and it's surrounding communities. With my experience in youth organizations I feel I can add great value to Sunnyvale Alliance.

# Volunteer Director Candidate #2

## **Luann Wang**

Currently co-managing and acting treasurer for three Sunnyvale Alliance soccer teams and has two children, 13 and 15, who are currently participating in its competitive program. She is a PTA board member, serving a second term as PTA treasurer, and active volunteer for Peterson Middle and Wilcox High School. Has 10 years of experience in various PTA positions such as fundraising, science fairs, auctions and projects. Has volunteered in the community and active in Girl Scouts in various capacities. Was formerly employed with HP and two other technology companies with experience in marketing programs/communications and project and engineering management. Holds a B.A. from the UC Berkeley in Applied Math/Engineering.

# Fundraising Director

## **Jeff Dean**

Professionally, Jeff specializes in insurance, investments and retirement and works for MassMutual Silicon Valley.

He also works for StartOrganic helping landscape and building organic vegetable gardens at houses all around the South Bay Area.

Jeff grew up playing soccer in Almaden and for Leland High School. He played soccer in college at Humboldt State University where he majored in Marine Biology with a minor in Business Administration

Jeff Dean currently coaches in the U13/U14 boys' teams at SASC. He enjoys working alongside a cohesive team of coaches. They all work together to develop the players to be skillful with the ball and play an attractive style of soccer, rather than only focus on winning.

# Election

## Must be a member of SASC

1. Family or guardian of a currently registered player.
2. Head Coach, Assistant Coach, or Team Manager of a team currently registered through the club.
3. Current member of the Board of Directors or one of its standing committee coordinators.

Garry Epps/Sandra Todd will confirm membership and give a ballot for voting

Short break for voting, followed by Question and Answer while voting continues.

# Ballot

<b>Vice President</b>	James Mayes
<b>Secretary</b>	Metin Gokcen
<b>Fields Director</b>	Haruko Matsuda & Kari ElAmir
<b>Competitive Director</b>	Daniel Ornelas
<b>Recreational Registrar</b>	
<b>Volunteer Director</b>	Donna Hughes Luann Wang
<b>Fundraising Director</b>	Jeff Dean

# Good of the Game

SASC is a growing, well respected club. We offer soccer at multiple levels from Recreational to Premier.

We have a fantastic relationship with the City, the School Boards and our fellow soccer clubs. We regularly contribute to the good of the game in our city and at the state wide level.

We will continue to succeed if we keep our focus on our community and our game!