



The Launch

August 8-9, 2015 | Nike World Headquarters | Beaverton, Oregon





Philosophy, Principles & Pillars

PHILOSOPHY:

Players First is a branded, holistic club soccer experience for parents and players, which emphasizes the development of each individual to his or her full potential and helps parents make better choices about where their children should play.

PRINCIPLES:

Players First will be the foundation upon which US Club Soccer achieves its mission to help soccer clubs throughout the United States create the best possible development environment for players of all ages.

Players First is a brand which reassures parents that their child is playing at a club which is committed to a holistic approach to the player and parent experience.

Players First provides a competitive advantage in the marketplace to those clubs which adopt its philosophy.

Players First provides best-in-class resources to clubs to help coaches continue to develop professionally throughout their careers.

Players First provides value to member clubs which they could not achieve on their own.

PILLARS:

Club Development – US Club Soccer believes better clubs develop better coaches, and better coaches develop better players. **Players First** expands US Club Soccer’s philosophy of empowering clubs.

Coaching Development – Clubs should encourage their coaches to continually seek out educational opportunities, and **Players First** provides resources to help coaches to grow.

Player Development – **Players First** provides tools to clubs and coaches to encourage their players to individually invest in their own development.

Parent Engagement & Education – **Players First** provides a framework for parents to understand how to value their child’s soccer experience, replacing the reliance on match outcomes, which has hindered proper player development methodology.

Player Health & Safety – **Players First** provides resources to help clubs and coaches better ensure the health and safety of their players.



Dr. Colleen M. Hacker, Ph.D.

Internationally recognized Speaker and Consultant in Performance Psychology

- **Five Time Olympic Coaching Staff**
- **Certified Consultant-AASP**
- **USOC Sport Psychology & Mental Training Registry**

Dr. Colleen Hacker has served as a member of the United States coaching staff for five Olympic Games as a Mental Skills Coach and Performance Psychology Specialist. Dr. Hacker began her National Team service in 1995 working with the U.S. Women's National Soccer Team. During her tenure, the National Team won the first Gold Medal awarded in women's soccer at the 1996 Olympic Games followed by a dramatic overtime victory over China in the 1999 World Cup to win the United States its second World Cup title. Named as an Assistant Coach in 2000, the National Team won a Silver Medal at the Sydney Olympic Games and a second Gold Medal in the 2004 Olympic Games in Athens, Greece. In the most watched Olympics in history, the Team won their third Gold Medal in the 2008 Olympic Games in Beijing China. The United States is the only country in the world to finish in the top three of every major world championship in soccer history. Hacker also served as the Mental Skills Coach for the Olympic Field Hockey Team at the 2008 Olympic Games in China her fourth Olympic Games Coaching Staff selection. Serving as the Mental Skills Coach for USA Hockey (reigning World Champions), Dr. Hacker was a member of her fifth Olympic Coaching Staff as Team USA won a Silver medal in the 2014 Olympic Games in Sochi, Russia.



In addition to her work with National Teams, Dr. Hacker serves as the mental skills coach to professional, international and Olympic athletes in a variety of sports including Major League Baseball, the NFL, MLS, NWPS (professional soccer), USA swimming, crew, speed skating, track and field, and tennis to name a few. She has also served as the Sport Psychology Consultant for the Under 16, Under 19 and the Under 21 United States Youth National Soccer Teams. Dr. Hacker is a member of the National Advisory Board for the Positive Coaching Alliance. Her strategies for peak performance are sought by corporations, business groups, professional sport teams, civic organizations and both print and television media. With more than 30 years experience in higher education, she is currently a Professor in Kinesiology at Pacific Lutheran University in Tacoma, Washington. Dr. Hacker has conducted extensive, applied research in the field of sport psychology with particular emphasis on peak performance, team building, leadership, mental toughness and psychological skills training for excellence.

Dr. Hacker received her Bachelor of Science degree in Health and Physical Education from Lock Haven University (PA). She earned her master's degree in Exercise and Sport Science at the University of Arizona and received her Ph.D. in Exercise and Movement Studies from the University of Oregon in 1992.

Dr. Hacker has received numerous professional awards including the Distinguished Professional Practice Award from AASP (the first woman to do so), the American Psychological Association's Presidential Citation, Faculty Excellence in Teaching Award (the highest teaching honor awarded by the University), the NAGWS Pathfinder Award, the NASPE Inspiration Award, the President Medal from PLU, the NSCAA Letter of Commendation and the National Award of Excellence, to name a few. She has been inducted into the Pacific Lutheran University Hall of Fame, Pierce County Hall of Fame and the NAIA National Soccer Hall of Fame. Dr. Hacker received the NAGWS Honor Award, the most prestigious award presented by that organization. Most recently, she has been honored by AASP with the Distinguished Professional Practice Award, the first woman to receive that honor. ESPNW named Dr. Hacker as one of 30 women in the country who "change the way sports are played". She has served on the United States Olympic Committee Performance Enhancement Team, is a member of the USOC Sport Psychology and Mental Training Registry and is an AASP Certified Consultant.

Much in demand as a speaker and consultant, Dr. Hacker has delivered over 100 professional presentations and published more than 45 articles, chapters and a book. Dr. Hacker has worked with corporations such as Morgan Stanley, NIKE, Martha Stewart Living, Meredith Corporation, S.C. Johnson Company, MTV Networks, Infinity Broadcasting, Thrivent Insurance Company, *The New Yorker Magazine*, *Citadel Broadcasting*, Conde Nast, Million Dollar Round Table, Bankers Association, GLAMOUR, *Parent's Magazine*, House and Garden, Franciscan Health Care Systems, Better Homes and Gardens, Westwood One, General Mills, and Equinox as well as civic groups and organizations. She has published widely in professional journals and books. Her work has been featured in Jere Longman's book, *Girls of Summer*, Lauren Gregg's *The Champion Within*, Michelle Akers' book, *The Game and The Glory*, The Soccer Bible, Brandi Chastain's *It's Not About the Bra* and Tom Farry's book *Game On: The All-American Race to Make Champions of Our Children*.

Dr. Hacker has delivered lectures and invited papers at such diverse groups as the Miller Humanities Lecture, the American Psychological Association, the National Institutes of Health, the Pan American Sports Organization, the Association of Applied Sport Psychology, the American Alliance of Health, Physical Education, Recreation and Dance and the United States Olympic Committee Coaching Summit. Articles about Dr. Hacker's work have appeared in *Newsweek*, *USA Today*, *Sports Illustrated*, *The APA Monitor*, *The New York Times* and *The Washington Post*, among others. Dr. Hacker has been featured on national television outlets including CNN, FOX, ESPN, Discovery Channel, ESPN2 and *Extra*. Recently, the 1999 World Cup Soccer Team was featured on an ESPN documentary in the Nine for IX series entitled "The 99ers". Her publications and presentations have impacted audiences both academic and corporate. Her book, *Catch Them Being Good* (Penguin Books and Viking Press) a collaboration with champion soccer coach Tony DiCicco, was released in 2002. Dr. Hacker's insights into topics such as the psychology of excellence, leadership, the power of choice, team building, performance psychology, mental toughness, and "The secret of the slight edge" strike a chord with organizations and corporate audiences both nationally and internationally.



La Liga

Club Development / Coach Development / Player Development

PRESENTER BIOGRAPHY:

Fernando Sanz is the General Director, La Liga Middle East & North Africa. As a player, Sanz began his club career at Chile's Unión Española in 1993 before joining Real Madrid in 1995. During his four seasons in Madrid, Sanz won La Liga, UEFA Champions League, and Intercontinental Cup titles. The central defender concluded his career with Málaga C.F., playing in 205 games from 1999-2006. After retiring in 2006, he became the club's owner and president, an RFEF Board Member and LFP Commission Delegate from 2006-10.

Ismael Urzáiz is a coach and former player who appeared in 25 games for the Spanish men's national team, scoring eight goals. His 20-year club career included 11 years at Athletic Bilbao, where he scored 116 goals in 367 games.

Gari Fullaondo is the Technical Advisor for the Committee of Football Coaches of the Royal Spanish Football Federation and the General Manager at Kimet Sport, which advises sport methodology and offers consulting services. Fullaondo is a UEFA-PRO coach with a Master's degree in physical training.

ABOUT LA LIGA & PLAYERS FIRST:

La Liga, the Spanish professional league widely regarded as the best in the world, has entered into a long-term, comprehensive technical partnership with US Club Soccer. Introduced by Nike, the partnership provides a variety of coaching education and player development resources and opportunities to US Club Soccer clubs, coaches and players.

This includes involvement at Players First seminars, international coaching observation and education opportunities in Spain, coaching education content delivery through US Club Soccer's digital channels, as well as player development and identification through the id² Program and PDPs. La Liga will also select players to participate in training programs at La Liga academies, and offer opportunities for international competition for top American club teams.

PLAYERS FIRST LAUNCH EVENT PRESENTATION:

At the Players First event, we will review La Liga and the resources and opportunities to be provided to US Club Soccer members. La Liga will also conduct two field sessions, which will be previewed using their Kimet Sport methodology.



SOCIAL / DIGITAL:

- **Web:** usclubsoccer.org/PlayersFirst
- **Web:** laliga.es/en
- **Twitter:** @LaLiga and @LaLiga_ENG
- **Facebook:** La Liga
- **YouTube:** /laliga



PRESENTER BIOGRAPHIES:

Alfonso Mondelo is MLS' Technical Director, Player Programs and Competition. He is the former head coach of the NY/NJ MetroStars, Tampa Bay Mutiny and Puerto Rico Men's National Team, as well as a former assistant coach of the U.S. Men's, U-18 and U-14 National Teams. He has spent the last nine years working with MLS on player development initiatives.

Fred Lipka is MLS' Technical Director, Youth Player & Development, and the FFF consultant in charge of the MLS – FFF partnership & EFCL Head Instructor. He is also the former academy head coach, reserve coach and youth coach at Le Havre Academy (France L2 & L1), which developed P. Pogba (Juventus), L. Diarra (Real Madrid), S. Mandanda (Marseille), N'Zogbia (Aston Villa) & B. Mendy (Marseille). Previously, he was the technical director, first team coach and reserve coach at Racing Club de Paris (France).

ABOUT MLS/FFF & PLAYERS FIRST:

In 2013, **Major League Soccer (MLS)** and the **French Football Federation (FFF)** entered into a partnership to provide coaches with world-class training and professional development. Part of that relationship is participation in a 16-month youth development course to potentially earn the French Elite Formation Coaching License (EFCL).

US Club Soccer and MLS are discussing a long-term partnership in order to bring the concepts, education and resources provided by the FFF to MLS to the coaches and Directors of Coaching in US Club Soccer as part of the Players First platform.

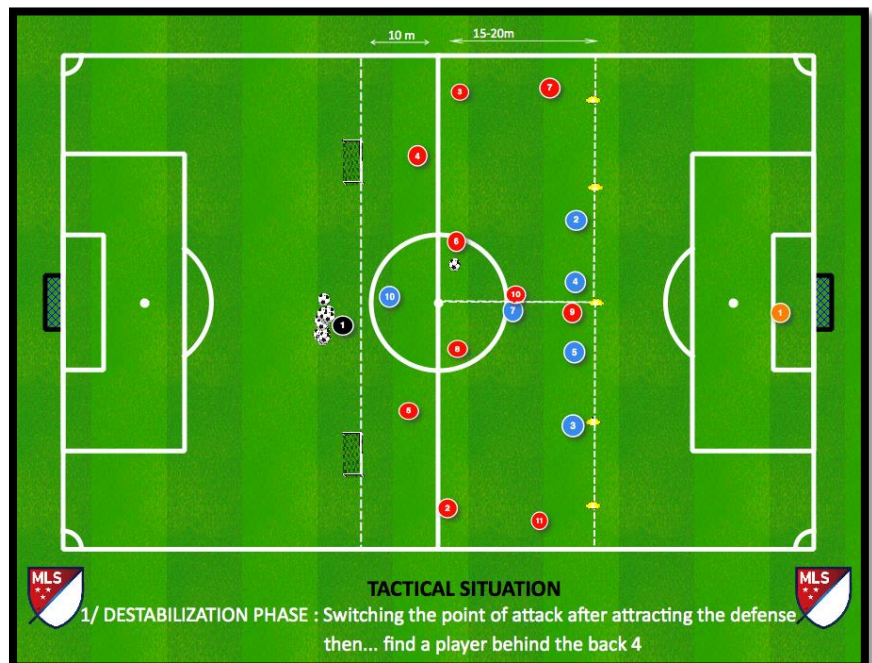
PLAYERS FIRST LAUNCH EVENT PRESENTATION:

CLASSROOM SESSION – Alfonso Mondelo & Fred Lipka:

- Overview of MLS/FFF relationship, including the Elite Formation Coaching License (EFCL) training course
- Overview of “French Way of Teaching” framework
- Preview of the field session to follow

CLASSROOM SESSION – Fred Lipka:

- Usually with youth players, at the beginning of the training we focus on one principle – but we will pay attention to the transition, too. Then, after a good understanding or with older players, we link the phases of the game.
- Focus is switching the point of attack after attracting the defense, then finding a running player behind the back four.
- This principle of the game is a part of my game plan in which I try to develop players to recognize the cues within a specific situation
→ ex: In possession, we manage to advance in unit in the opposite half and try to destabilize/unbalance a defense which is solid/balanced and organized.
- Goal is to make players capable of solving the problem themselves by understanding perceptive cues of the game.
- Methodology: We will repeat the same tactical situation to always stimulate and develop players on the same issue.



PRESENTER BIOGRAPHY:

The founder of Beast Mode Soccer and internationally recognized as a leading figure in individual technical development, **David Copeland-Smith** is a long-term thinker and visionary, determined to bestow a phenomenal work ethic on the next generation of soccer players.

ABOUT BEAST MODE SOCCER & PLAYERS FIRST:

Beast Mode Soccer is a goal-based training system that provides structure and methods for the individual technical training that EVERY player needs – doing so in a mistake-tolerant learning environment. Whether players are playing youth soccer or at the professional level, Beast Mode Soccer shows them how to “Own Their Development” with regular individual training.

David’s results speak for themselves. He has helped top-level players such as Stephen Ireland, Alex Morgan, Whitney Engen, Christen Press, Kelley O’Hara and Ali Riley with their development.

Together, Beast Mode Soccer and US Club Soccer are launching the **Players First Individual Technical Video Series**, which will include regularly produced videos focused on individual player development distributed via US Club Soccer digital channels.



PLAYERS FIRST LAUNCH EVENT PRESENTATION:

In addition to an overview of Beast Mode Soccer and the Players First Individual Technical Video Series, David’s presentation will review why your players must train on their own to become elite.

SOCIAL / DIGITAL:

- **Web:** usclubsoccer.org/PlayersFirst
- **Web:** beastmodesoccer.com
- **Twitter:** @beastmodesoccer
- **Facebook:** BeastModeSoccer
- **YouTube:** /BeastModeSoccer
- **Instagram:** BeastModeSoccer
- **Pinterest:** pinterest.com/bmselite

PRESENTER BIOGRAPHY:

Holly J. Silvers-Granelli is a board certified Physical Therapist specializing in sports orthopaedic rehabilitation currently pursuing her Ph.D. in Applied Physiology and Biomechanics at the University of Delaware. A graduate of Western University of Health Sciences with a Masters Degree of Physical Therapy and of Rutgers University (BS: Biological Sciences and Communications), she is a current member of U.S. Soccer Federation's Medical Team, a member of FIFA's F-Marc and MLS' M-MARC (Medical Research Committee), and a member of the International Cartilage Research Society's Rehabilitation Committee. She is also the spokesperson for the American Physical Therapy Association's taskforce on ACL Prevention, the director of rehabilitation for the LA Galaxy, and on Major League Baseball's Hamstring Injury Prevention taskforce.

Currently, Silvers-Granelli is the director of research at the Santa Monica Orthopaedic and Sports Medicine Research Foundation with a primary focus on ACL injury prevention, articular cartilage injury prevention and post-operative rehabilitation, groin injury and FAI treatment and prevention, hamstring injury assessment and prevention in MLB and in soccer, and delineating return to play testing and guidelines post-injury in athletes.

ABOUT FIFA 11+ & PLAYERS FIRST:

From <http://f-marc.com/11plus/11plus/>: The **FIFA 11+** is a 20-minute comprehensive warm-up program designed to reduce injuries among soccer players, consisting of 15 exercises divided into three separate components:

1. Running exercises (8 min) encompassing cutting, change of direction, decelerating and proper landing techniques, and strength;
2. Plyometric and balance exercises (10 min) that focus on core strength, eccentric control and proprioception; and
3. Running exercises (2 mins) to conclude the warm-up and optimally prepare the athlete for athletic participation.

Developed by an international group of experts, the implementation of the program in men's and women's competitive soccer led to a significant decrease in injuries during games and training, and time loss due to injury, thus proving not only the effectiveness of the program, but that it is easily and broadly applicable. Its effectiveness has been proven in a scientific study (Norway, 2008). Teams that performed 11+ at least twice per week had 30 – 50% fewer injured players.

US Club Soccer encourages all clubs to adopt the FIFA 11+ injury prevention program. The FIFA 11+ is one component for reducing injury risk, and thereby improving performance and increasing long-term potential of players.



PLAYERS FIRST LAUNCH EVENT PRESENTATION:

We will review the FIFA 11+ program and examine the effectiveness of injury prevention programs in the soccer athlete. Over the last 15 years, we have been working diligently to define injury mechanisms in soccer and to develop effective and cost-effective injury prevention programs that can be completed on the field with no additional or onerous equipment necessary.

SOCIAL / DIGITAL:

- **Web:** usclubsoccer.org/PlayersFirst
- **Web – Santa Monica Orthopaedic and Sports Medicine Research Foundation:** www.smsmf.org
- **Twitter:** @hollysilverspt
- **Facebook:** Velocity Physical Therapy

PRESENTER BIOGRAPHY:

The founder and CEO of Fit for 90, **Dr. John Cone** has extensive experience playing and coaching at the youth, collegiate and professional level. Dr. Cone's background as a sports scientist, coach, and educator gives him the unique ability to bridge the worlds of science and sport. John holds his U.S. Soccer Federation 'A' license, is a certified strength and conditioning coach (CSCS), and the only American holder of the esteemed FA Fitness Trainers' Award (2004). Dr. Cone has over 100 seasons' experience as a soccer-specific periodization and sports science expert.

ABOUT FIT FOR 90 & PLAYERS FIRST:

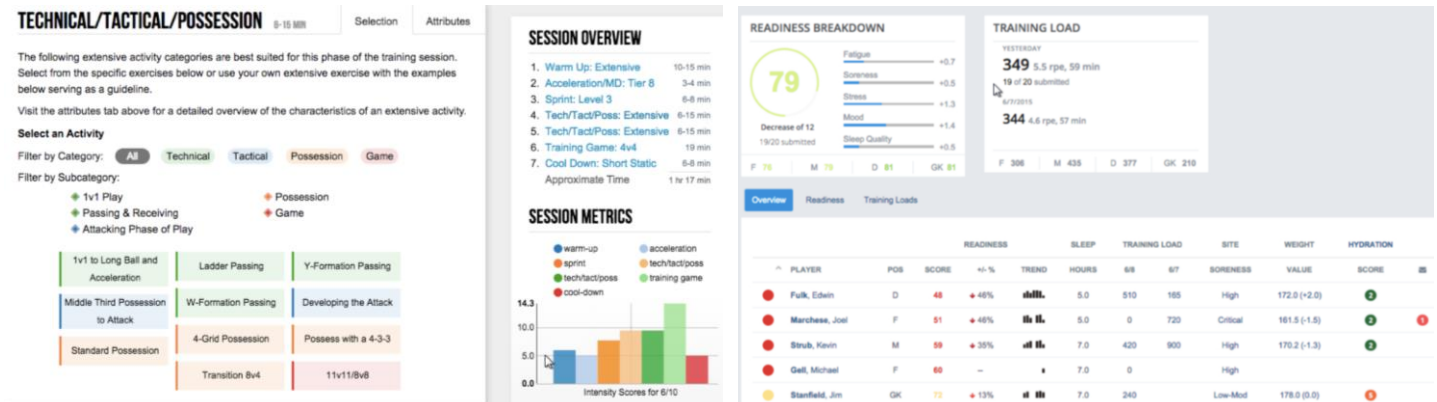
The Official Player Monitoring System of US Club Soccer, **Fit for 90** delivers an integrated player monitoring system assessing athlete readiness and physical training stress. The partnership between Fit for 90 and Players First aims to prevent injury, optimize performance, and maximize player development through better management of athlete readiness, training stress and integrated coach education.

US Club Soccer member clubs may purchase licensed access and use of the Fit for 90 platform at the price of \$1,100 per year per team (regularly \$2,000).

Fit for 90 will also regularly develop educational and informational materials and presentations for coaches and players regarding periodisation, player health and welfare and other relevant topics for distribution via US Club Soccer digital platforms.

PLAYERS FIRST LAUNCH EVENT PRESENTATION:

Dr. Cone's presentation will focus on the importance of athlete monitoring and the use of the Fit for 90 monitoring system for optimal performance and injury prevention.



SOCIAL / DIGITAL:

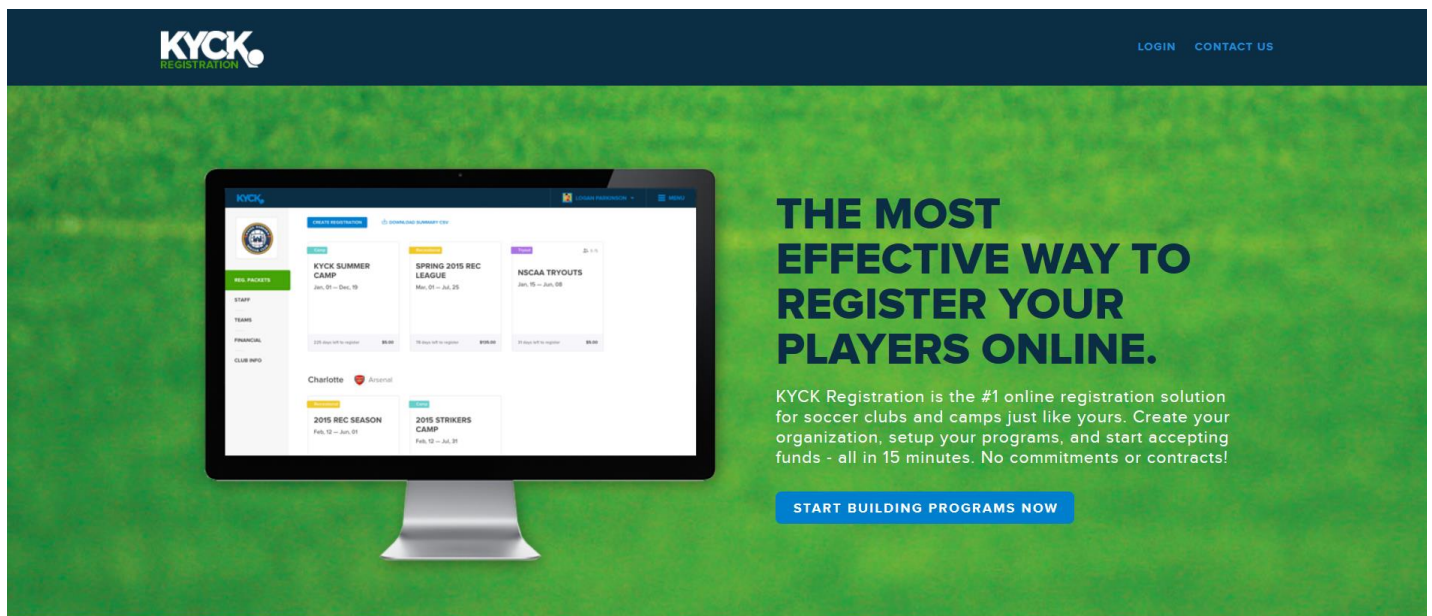
- **Web:** usclubsoccer.org/PlayersFirst
- **Web:** fitfor90.com
- **Twitter:** @jrcone

PRESENTER BIOGRAPHY:

KYCK's Founder and CEO, **Mac Lackey** is a serial entrepreneur and investor who has started, built and grown companies for the past 16 years. A former collegiate and professional soccer player, Mac is passionate about our sport and founded KYCK after seeing the game for the first time through the lens of a *soccer parent*. Technology, another of Mac's passions, needs to have a bigger impact on soccer and its KYCK's mission to build tools that simplify your soccer life.

ABOUT KYCK REGISTRATION & PLAYERS FIRST:

KYCK Registration is a tool for clubs to reach parents and take administrative burdens off club volunteers and staff, helping to advance the Players First pillars of Club Development and Parent Engagement and Education.



PLAYERS FIRST LAUNCH EVENT PRESENTATION:

Mac will review KYCK Registration and discuss KYCK's vision of the registration process and how it can be used to remove administrative burdens for clubs, engage parents and be a gateway for various revenue-generating opportunities for clubs of partner organizations.

SOCIAL / DIGITAL:

- **Web:** usclubsoccer.org/PlayersFirst
- **Web:** kyck.com
- **Web:** play.kyck.com
- **Web:** registration.kyck.com
- **Twitter:** @kyckhq



Positive Coaching Alliance

*Coach Development | Parent Engagement and Education |
Player Health and Safety*

GUEST SPEAKER BIOGRAPHY:



Danielle Slaton played soccer for the U.S. Women's National Team from 2000-05, earning a silver medal in the Olympics and a bronze in the Women's World Cup. She played professionally in the Women's United Soccer Association, where she won a championship and was the league defender of the year in 2002. She also played professionally in Lyon, France, and collegiately at Santa Clara University, where she captained her team to a NCAA Division I championship in 2001. At Santa Clara, Danielle was a three-time All-American and she was named the 2001 NCAA Scholar Athlete of the Year.

After her playing career finished, Danielle went on to coach women's soccer at Northwestern University and earned her Master's Degree in Sports Administration. She then transitioned into education and became an instructional designer at Kaplan Higher Education, developing curriculum for college students and professors.

Currently, Danielle works as a women's soccer analyst for the Big Ten Network and Fox Sports. She also sits on U.S. Soccer's Board of Directors and Athlete Council, which allows her to travel on behalf of U.S. Soccer and the State Department to places like South Africa, Malaysia, Paraguay, and Jordan to coach youth about the life lessons that soccer can teach. Danielle is excited to be a part of the PCA movement because she has both experienced and seen, first-hand, the incredible life lessons that sports can teach.

ABOUT POSITIVE COACHING ALLIANCE & PLAYERS FIRST:

Positive Coaching Alliance has a mission of developing BETTER ATHLETES, BETTER PEOPLE through the youth and high school sports experience. PCA provides live, interactive workshops and educational resources through partnerships with youth sports organizations and schools, assisting coaches, administrators, student-athletes and parents in creating a positive athletic environment for sports and character development.

As part of Players First, PCA will serve as an official provider for coaching development. Through this partnership, PCA will provide resources (videos, articles, downloadable .pdfs) and other material for coach and parent engagement and engagement. As part of this partnership, all US Club Soccer organizations will also have the opportunity to partner with PCA to bring live and online workshops to their own local club at a discounted price. PCA will also present workshops and content at various US Club Soccer/Players First events throughout the country.

SOCIAL / DIGITAL:

- **Web:** usclubsoccer.org/PlayersFirst
- **Web:** positivecoach.org
- **Web:** PCADevZone.org (PCA Development Zone Resource Center)
- **Twitter:** @PositiveCoachUS
- **Facebook:** Positive Coaching Alliance
- **YouTube:** <https://www.youtube.com/PositiveCoaching>
- **Instagram:** @positivecoachus
- **LinkedIn:** <https://www.linkedin.com/company/positive-coaching-alliance>

PRESENTER BIOGRAPHY:

Dev Mishra is the founder and president of Sideline Sports Doc, and a board certified orthopedic surgeon sports medicine specialist. He has been a team physician for the University of California at Berkeley, the Oakland A's, the U.S. Soccer Federation, Stanford University, and several San Francisco bay area high schools.

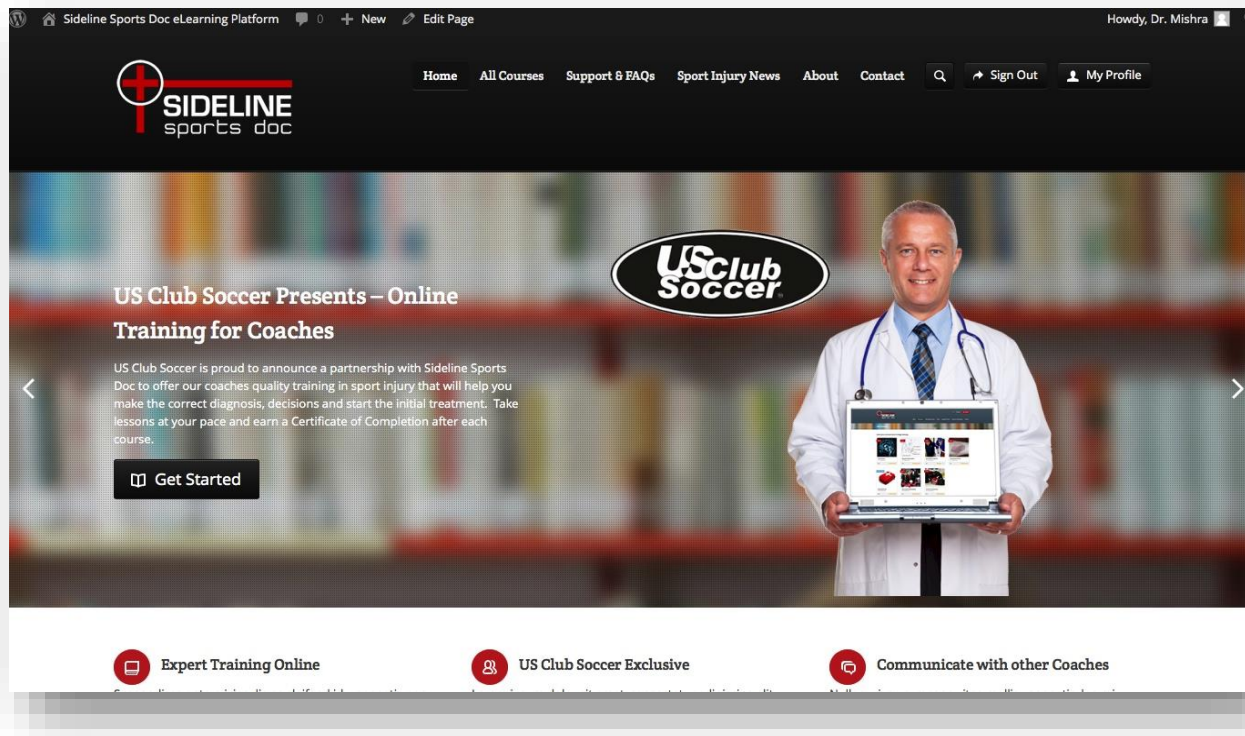
ABOUT SIDELINE SPORTS DOC & PLAYERS FIRST:

Sideline Sports Doc is a scalable training program developed by industry-leading experts which educates coaches with an online course, downloadable .pdf/e-book and .mp3 products designed to improve coaches' on-field triage of key injury situations. The teaching methods are sport-specific, customized and designed specifically with the needs of busy coaches in mind.

PLAYERS FIRST LAUNCH EVENT PRESENTATION:

The presentation will cover the following areas:

- The problem with current injury education training for youth coaches
- The scope of the problem this creates
- Why coaches should care about this
- How we can solve the problem
- SSD materials (online course, e-book & .mp3)
- Planned US Club Soccer implementation



SOCIAL / DIGITAL:

- **Web:** usclubsoccer.org/PlayersFirst
- **Web:** www.sidelinesportsdoc.com
- **Facebook:** Sideline Sports Doc



SoccerPrep

Player Development / Parent Engagement and Education

PRESENTER BIOGRAPHY:

John Dziadzio is a Founder of AthletePrep LLC. John graduated with honors from Princeton University in 1992 with an A.B in Economics, where he played 4 years of Varsity soccer under Head Coach Bob Bradley. He then spent over 16 years at Lehman Brothers and, subsequently, Barclays Capital, in various leadership roles across Fixed Income and Capital Markets. John has co-founded and helped grow various technology companies in the education space, including ePrep, Inc., and Betterton College Planning LLC (BCP). ePrep offers online, video-based test prep courses to college-bound students and BCP offers an online college admissions and financial aid guidance tool to high school students and their families.

ABOUT SOCCERPREP & PLAYERS FIRST:

As the new, exclusive college planning and test prep partner of US Club Soccer, members and parents now have special access to the SoccerPrep Athletic & Academic Development platform.

The platform can be used by prospective student-athletes, as well as high school students that will not pursue an athletic career in college. Users can set preferences – including financial, academic and athletic fields – within the system that allows SoccerPrep to deliver unique guidance on colleges that best match those preferences. The digital platform allows students to access the program from anywhere in the country, a valuable benefit for those traveling frequently.

US Club Soccer members and parents receive the following features for the discounted rate of \$135/athlete (regularly \$499):

- SAT and ACT Test Preparation powered by the premier online provider ePrep
- College admissions and financial guidance provided by Betterton College Planning, an online tool created in partnership with Don Betterton, Princeton's former director of financial aid and member of the Admissions Committee (as well as assistant soccer coach under Bob Bradley)
- An online academic and athletic profile providing a simple and well-organized way to approach college coaches
- A general college recruitment resource guide

PLAYERS FIRST LAUNCH EVENT PRESENTATION:

We used all the data you provided to calculate an overall admission rating for you. The process we used is similar to the one used by college admission offices to evaluate and compare applicants. We then used your admission rating to compare your record to the credentials of the most recent freshman class at each of the colleges on your Consider List or Apply List. The results of this comparison are below. The method we used to place the colleges in one of the five "buckets" has been validated for accuracy by testing against tens of thousands of actual admission decisions. At the same time we would like to remind you that the accuracy of our prediction models is dependent on the accuracy of the data that colleges submit as part of the Common Data Set.

Yearly Cost figures are estimated for the 2014-2015 school year.

Consider List

Very Good to Excellent (3 Colleges)

Colleges	Yearly Cost	GPA	SAT	ACT	LEVEL	ACTIVITY
University of New Hampshire Durham, NH	\$44,928	NR	NA	NA	NA	NA
Syracuse University Syracuse, NY	\$59,958	NA	NA	NA	NA	NA
Loyola University Chicago Chicago, IL	\$55,240	NA	NA	NA	NA	NA

Solid to Strong (3 Colleges)

In addition to review the US Club Soccer – SoccerPrep partnership offerings, John will walk through a brief live demo of the athlete experience focusing on the test prep and college planning functionality.

SOCIAL / DIGITAL:

- **Web:** usclubsoccer.org/PlayersFirst
- **Web:** soccerprep.com

PRESENTER BIOGRAPHY:

Magnus Alford merged his knowledge of elite coaching and education to become the CEO of SportSessionPlanner.com. A Liverpool FC Academy Coach from 1999 – 2010, Magnus received his UEFA 'A' and 'B' licenses as well as the FA Youth Coaches Award.

ABOUT SPORTSESSIONPLANNER.COM & PLAYERS FIRST PARTNERSHIP:

Sport Session Planner is an innovative and forward-thinking software solution for coaches and clubs that provides 3D football session planning, match preparation, and player evaluation/reporting with stunning visuals.

As part of Players First, **Sport Session Planner** provides US Club Soccer clubs and coaches with tools to manage their own match preparation and analysis, as well as external sessions to reference. It also allows access to a global library of training sessions and exclusive content only available to US Club Soccer members, including curriculum from the id² Program, Player Development Program (PDP) and international academy sessions from world-renowned clubs.

SportSessionPlanner.com is a valuable tool for club development. A Director of Coaching, for example, can incorporate specific training sessions in an efficient manner to unify intra-club curriculum.

All of this – referred to as Platinum access – is available for a special US Club Soccer discounted rate of \$550 per year [normal retail value of \$1,100], access for 10 individuals within the club. Additional individuals within the same club may purchase access for \$32 per year.



You get:

- SportSessionPlanner's platinum package at half price
- A club account
- Coach management dashboard + club session library
- 10 coach licenses
- Match preparation and analysis
- Extras library management

And on top of those features, US Club Soccer has adopted SportSessionPlanner to deliver its own personalized content to members, including id² Program and Player Development Program (PDP) sessions and curriculum.

SOCIAL / DIGITAL:

- **Web:** usclubsoccer.org/PlayersFirst
- **Web:** sportsessionplanner.com/offer/usclubsoccer
- **Twitter:** @SSPlanner
- **Facebook:** SportSessionPlanner.com
- **YouTube:** /SportSessionPlanner

PRESENTER BIOGRAPHY:

Jason Keller is an entrepreneur with sales, product and operations executive experience in fast-growing software companies. Jason took his passion as a Soccer Parent, Player and Coach and partnered with Taylor Ohlsen to co-found Talentcode, the creator of the TopYa! mobile platform that allows coaches and kids to challenge each other around the world through skills and freestyle video challenges... bringing free-play and creativity back home.

ABOUT TALENTCODE, TOPYA! & PLAYERS FIRST:

WHAT IS TOPYA!?

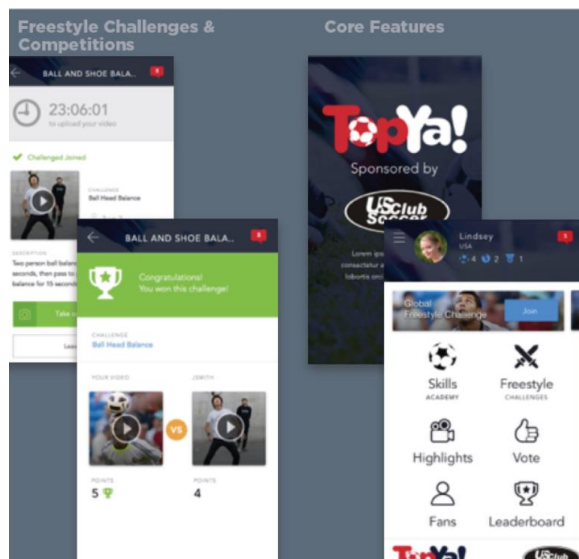
The TopYa! powered platform is a COPPA compliant, mobile, game and video-based hub that connects and motivates young players, coaches, clubs, and parents to have fun with coach and freestyle challenges against other players globally- anytime and anywhere!



Talentcode's award-winning mobile platform TopYa! will ultimately support many of Players First pillars. Initially, the US Club Soccer-TopYa! partnership will provide clubs with exclusive Players First skills pathways, the opportunity to create their own custom-branded club skills pathway, and a unique global freestyle competition ... all for 50% off TopYa! retail pricing.

The TopYa! mobile app will help clubs motivate and incentivize their players to train more frequently on their own, while allowing them to use their own creativity.

PLAYERS FIRST LAUNCH EVENT PRESENTATION:



The presentation by Talentcode will outline the modern challenges faced when trying to get players to spend more time with the ball outside of structured training time, and will show how the TopYa! mobile app can help get more players, spending more time with the ball, in more productive and creative ways.

SOCIAL / DIGITAL:

- **Web:** usclubsoccer.org/PlayersFirst
- **Web:** talentcode.com
- **Web:** topya.com
- **Web:** mysoccermoves.com
- **Twitter:** @mysoccermoves
- **Facebook:** MySoccerMoves
- **Instagram:** /mysoccermoves



US Club Soccer Sports Leadership Program

Club Development / Coach Development

PRESENTER BIOGRAPHY:

Christian Lavers is the Executive Vice President of US Club Soccer, and oversees all of the organization's technical initiatives. His technical background includes time with clubs, colleges, national teams and professional soccer. His teams have won and been to national championships and final fours in multiple ages and competitions, and he is currently an assistant coach with the NWSL's Chicago Red Stars and the Director of Coaching at FC Wisconsin Eclipse. Lavers has worked as an assistant coach with multiple U.S. Soccer Youth National Teams, and holds the U.S. Soccer 'A' License, the U.S. Soccer 'Y' License, and the NSCAA Premier Diploma. Lavers is also the President of the Elite Clubs National League, and previously worked as a corporate attorney.

ABOUT US CLUB SOCCER'S SPORTS LEADERSHIP PROGRAM & PLAYERS FIRST:

US Club Soccer will be introducing a Sports Leadership Program as part of Players First, in order to:

- Educate club leaders on management, leadership, psychology and other topics required to be a professional leader of a youth athletic organization.
- Provide resources to help club leaders raise the bar for themselves and within their clubs, to ultimately improve the daily experience of the players they serve.
- Develop the next generation of youth soccer leaders.

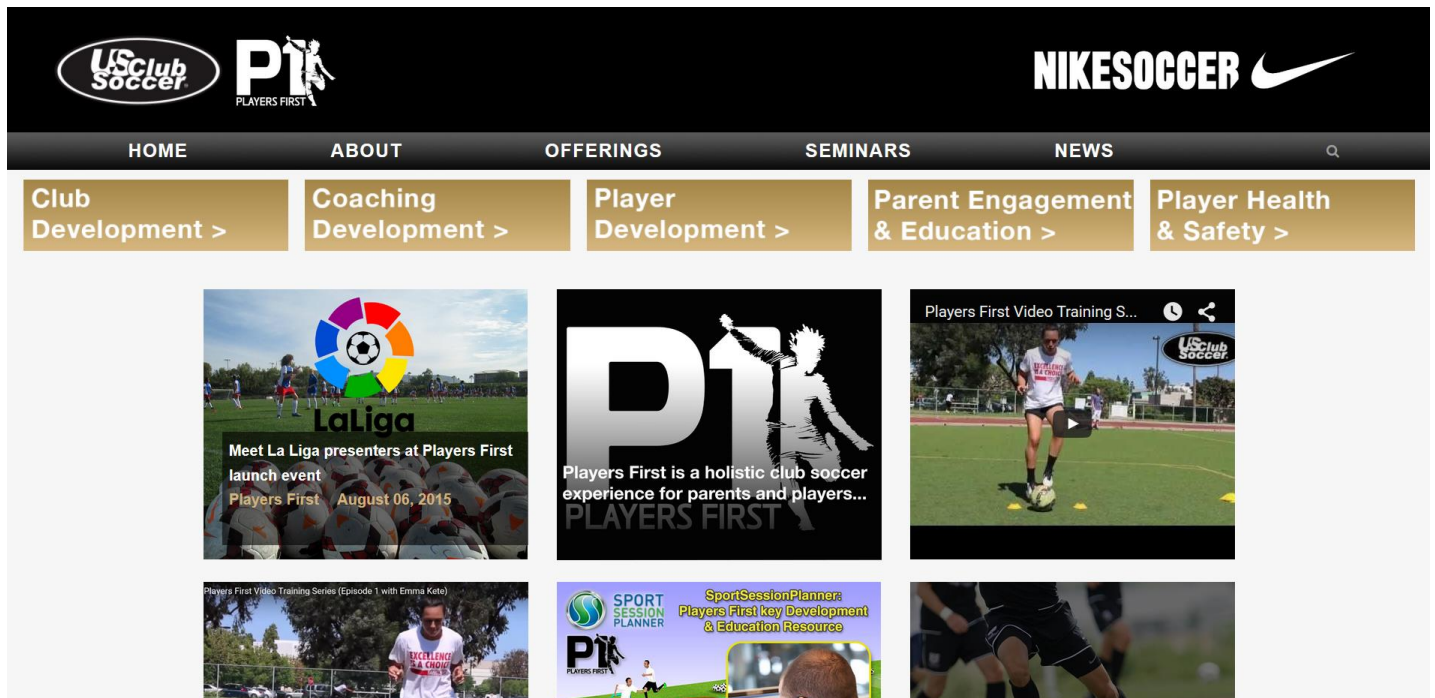
Sample topics include:

- High Performance Teams – Case Studies
Identifying common themes and values in high-performing teams in sport and other arenas, including cultural and environment within the team.
- Collaborating for Development – Creating Affiliations and Relationships
Creating working relationships, new entities, mergers, affiliations and other partnerships in youth soccer for promoting player development.
- Psychology of Leadership – Inspiration and Management – NEW
Peer-to-peer communication, managing “up”, managing a staff, communicating with players, and creating a culture of loyal and hardworking staff and players.
- The Art of Coaching – Pedagogy and Methods
The art of teaching and instruction, including how young adults learn, tools for more effective teaching, use of guided discovery, determining whether athletes hear what you teach, and specific applications to youth sports.

These and other topics will be included in Players First regional seminars and symposiums. Additionally, a special Sports Leadership Program event may be created for 2016, to supplement ongoing educational resources provided throughout the year through articles, webinars and other digital distribution.

SOCIAL / DIGITAL:

- **Web:** usclubsoccer.org/PlayersFirst
- **Twitter:** @usclubsoccer
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