
IOWA SOCCER ASSOCIATION



TO: BOARD OF DIRECTORS
FROM: JENNY WOOD
Director of Member Services/Tournament Director
SUBJECT: SUMMARY REPORT FOR AGM
DATE: 11/19/2009

- **PROJECT TOYOTA TEAM MEMBER**

- Shot and produced 12 podcasts in year one of Toyota contract compliance.
- Going into year two, met with members of the Alliance for a pre-trip production meeting in June. Spent one week in July on the road to shoot podcasts for 2009-10. Hit dealerships in North and South Dakotas, Nebraska and Kansas. Two additional days on the road shooting Iowa and Missouri in August.
- Researched and purchased new software for production, and will produce 12 monthly podcasts to fulfill year two compliance.

- **DEVELOPMENTAL CAMPS ADMINISTRATOR**

- Boys session maxed out with 180 campers. Girls I (younger) session maxed out at 180, while Girls II (older) had 150 campers. While all three sessions maxed out in 2008, my speculation is that with families having less discretionary funds this year, for girls who may have been attending camp for the third or fourth time, families chose to cut the camp option this time around.
- Ushered in two new camp directors, Gareth Smith of Heartland Soccer Club (boys) and John "Shedzy" Sheridan of JUSC/Urbandale (girls). Each brought a fresh perspective and energizing leadership to the curriculum, schedule and coaching staff.
- Extremely successful 11 days of camp, from the College administrators, to the new directors, to the outstanding parent chaperones to the new-face coaching staff.

- **CUPS DIRECTOR**

- Fall 2009 competition: 40 teams in single elimination competition, held on new surfaces at Cownie Soccer Complex. October 24-25, 31.
- Spring 2009 competition: concurrently ran spring U13-U14 State Cup (29 teams, pool play) with inaugural U13-U14 Iowa Director's Cup (23 teams, pool play) over two weekends at Cownie.
- June 2009 Kohl's American Cup and U19 State Cup: concurrently participated in Kohl's American Cup (101 teams) and ran U19B State Cup competition (3 teams, 2 matches).
- In conjunction with Kohl's American Cup, coordinated an awards celebration program for Iowa Soccer's annual awards winners.

- **WEB/INTERNET MANAGER**

- Ongoing daily management of Iowa Soccer website and tools. Conducted multiple staff trainings on web editing and social media tools.

- Off to a disappointing start with the social networking piece of the website, as several hurdles have either had to wait, or have taken time to overcome. Confident that Iowa Soccer SoccerNet will be a vital part of community-building going forward, as will the Iowa Soccer blog.
- Managed the development of the new, web-based IPSL administrative tool and website.
- IowaSoccer is now on twitter. Visit www.twitter.com and sign up to follow IowaSoccer. Recently opened IowaSoccer facebook page that will be developed in the coming weeks.

- **OTHER**

- Participated in thetournamentcenter.com website training while on July podcast road trip.
- Did planning and prep work for Fall State Cup and Fall Director's Cup. Did determine that we would offer U16 and U19 divisions for Director's Cup this fall, only to see there were not the numbers to support it, so it was cancelled.
- Support role in shift of Member Resource Day/AGM from a physical to a virtual event.
- Put together program budgets across eight programs.
- Support role in cooperative effort with Iowa Parks and Recreation Association to survey its membership and develop ways in which we can deliver resources to them.