



EXECUTIVE DIRECTOR'S REPORT FALL 2009

USASA Strategic Planning: The adult association completed a 3 day strategic planning meeting recently identifying their mission, vision, strategic goals, and action steps. While the real work now begins with fulfilling the action steps, the process to set the direction and objectives was successful and had broad consensus. The model is a good model for any organization wishing to move forward with planning, both the action related to the preparation as well as the actual facilitated 3 days of meetings.

Resources: US Youth Soccer and the United States Adult Soccer Association continue to provide valuable and timely resources. Please visit their websites to browse their offerings. You can access their sites from our website – www.iwasoccer.org.

ISA Strategic Plan: The first year of our plan proved to be extremely successful. We identified those tasks completed, those that were carried forward into the second year, those that may be longer term, new areas to tackle, and those that were re-evaluated and deleted. The plan continues to evolve and our direction continues to address our mission and vision.

thetournamentcenter.com: The tournamentcenter.com was launched in August and now the participating six state associations and their members have the convenience of a one-stop-shop for tournament activity.

Alliance: We continue to participate with the Alliance states (KS, MO, NE, ND, SD) and are pleased with the success of the projects – Alliance4All, insurance, Toyota, cross border agreements, and general exchange of challenges, solutions, and ideas.

Rules: We are in the process of a complete rewrite of the Association rules to better accommodate our members. The revisions will reflect changes in time, development, and shifting of decision making to local affiliates.

Iowa Soccer Foundation: The Foundation's Board of Directors is currently addressing strategic issues. The Foundation held a golf event in July adding money to the corpus but now needs to identify long term fundraising goals and methods. This is the goal of the Board of Directors for 2010.

Alliance 4 All: Alliance 4 All is a sportsmanship program developed among IA, KS and NE that includes a video linked with codes of conduct. The project is near completion and we expect to have this available the 1st quarter of next year.

Toyota: With the help of Toyota we have been producing the Toyota Tips, a monthly podcast of help tips for coaches, parents and players. We have also created an e-newsletter/web posting called Toyota Way, again emphasizing sportsmanship. Both of these are located on our website for your viewing and use. Please feel free to pass them onto your teams and players.

Email Addresses: We need your help! In order for us to share our sportsmanship program (Toyota Way, Toyota Tips, Alliance 4 All) and other projects and information directly with your players, coaches and parents, we have to have their email addresses. We ask that you encourage your parents to provide email addresses during the registration process. To make sure that they are fully aware of the intended use of the email address and we are in

compliance with our vendor's (Constant Contact) policies, we suggest putting the following language on the registration form that has been reviewed and approved by counsel: I agree that any email address I provide may be used by the (name of your club), Iowa Soccer, US Youth Soccer, and any of their assigns to provide me with information about their programs and sponsors." We are planning to include this language on the LeagueOne online registration form. Until we can get everyone on the same page, we will continue to ask that you share the information with your local club members.