

# ARIZONA

YOUTH SOCCER ASSOCIATION

*2018 Annual General Meeting*



# Agenda



- ❖ Who Are We
- ❖ Member Services/Registration
- ❖ League and Referee Update
- ❖ Employee v. Contractor
- ❖ AYSA Communications Update
- ❖ US Soccer President Update
- ❖ Finance/Budget Review



# AYSA Overview



*Rick Kelsey – President*

*Leslie Johnson – Executive Director*

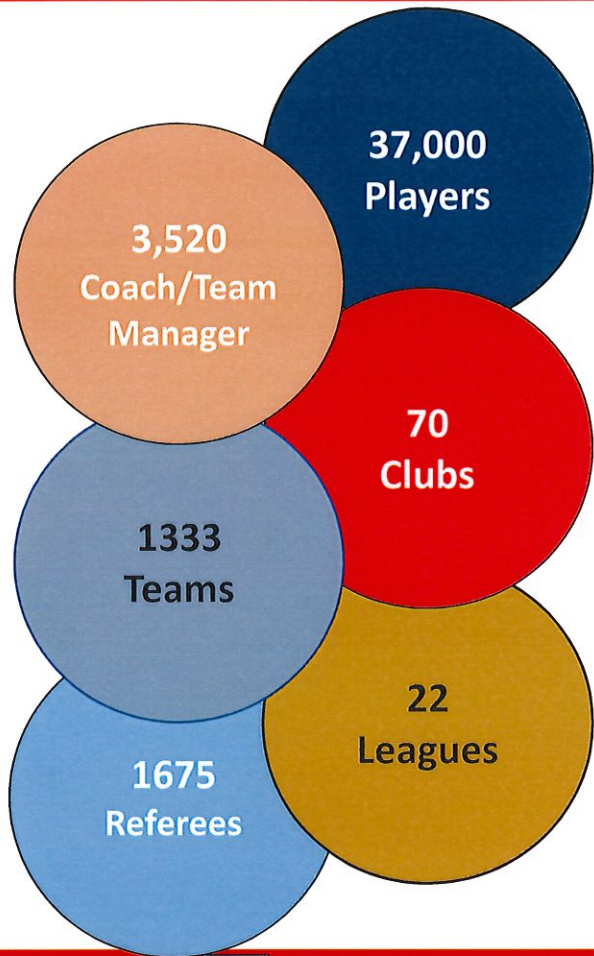
**Mission:** It is the mission of AYSA to foster the physical, mental and emotional growth and development of the state of Arizona's youth through the sport of soccer at all levels, ages and competition level.

**Who Are  
We?**





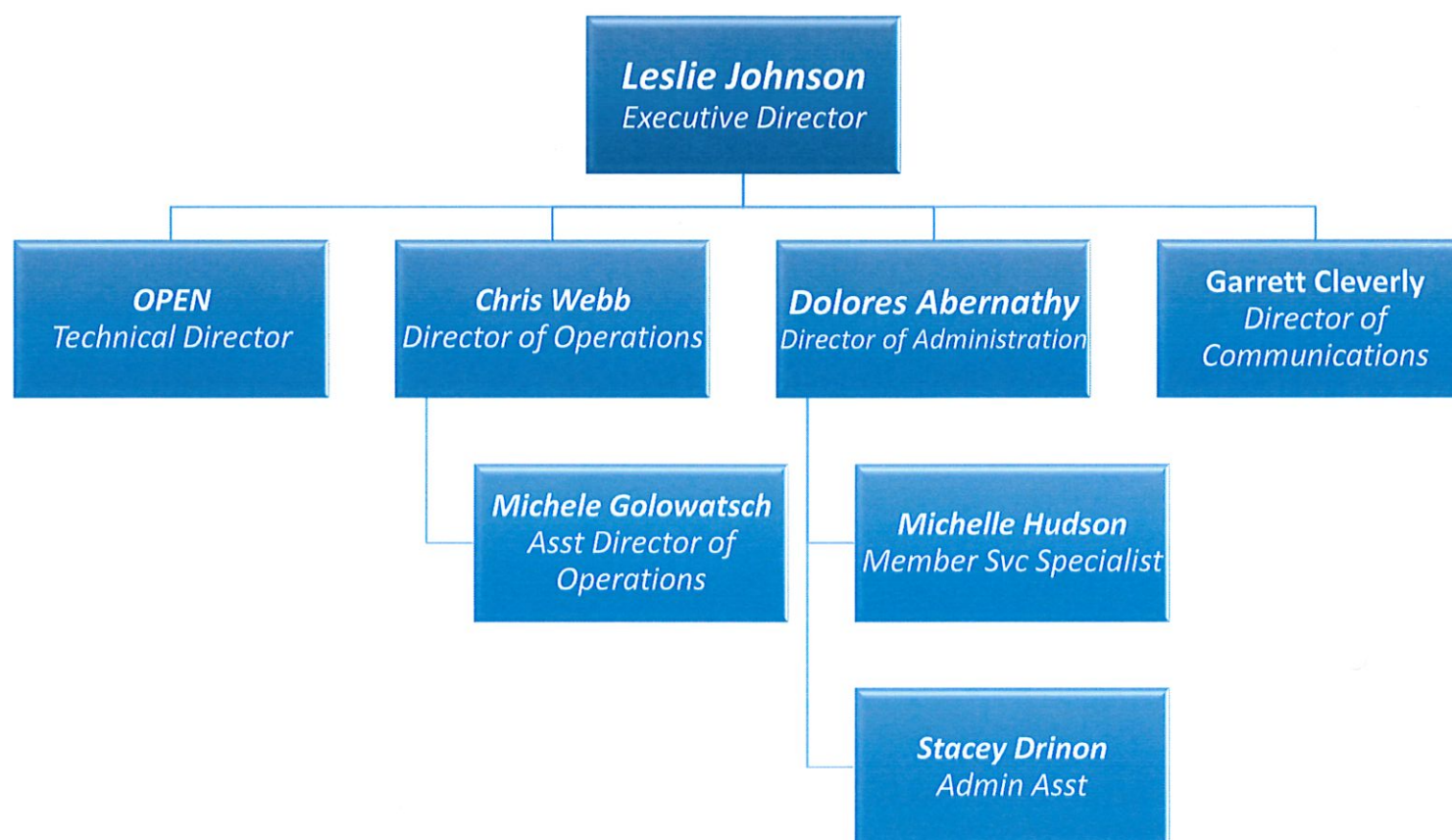
# What is AYSA



**Leagues**  
**Insurance**  
**Governance**  
**Development**  
**Health and Wellness**



# AYSA Organization Chart



# Member Services Update



Member services is responsible for all things registration, international clearances, and member support. The following are registration numbers (through 1/22/2018) and international clearances (7/1/2017 – 1/25/2018).

Registration Type	Count
<i>Academy</i>	<i>2241</i>
<i>Recreational In-House</i>	<i>16047</i>
<i>Competitive</i>	<i>18666</i>
Comp Tier 1	8070
Comp Tier 2	7313
Comp Tier 3	3283
<b>Total Registered Players</b>	<b>36957</b>

International Clearances			
Completed	Count	In Process	Count
Prior to 10	256	Minor Process - First Registration	7
First Registration - US Citizens	44	Minor Process - Exception 3km - 50 km	4
Minors Process	47	Foreign Exchange	4
First Registration 18+	1		
Foreign Exchange	1		
<b>Total</b>	<b>349</b>	<b>Total</b>	<b>15</b>





# League and Referee Update



# League Update



## AYSA Leagues

Phoenix Rising FC  
Arizona Premier League  
& Arizona State League



- ❖ 316 Teams
- ❖ 1514 Games

Port of Subs  
Open League



- Season 1
- ❖ 636 Teams
  - ❖ 2038 Games
- Season 2
- ❖ 407 Teams
  - ❖ 1212 Games

Futsal



- ❖ Futsal Showcase
- ❖ Skill City Partnership

## Opportunities

- 9v9 Fields (lines and goal sizes – inconsistent)
- Not enough refs
- Sideline behavior
- Leverage weeknights and Sunday evening





# League Update - Discipline



Red card reporting and tracking is only done at the State level for APL, ASL, POSL, and Tournaments.

Red Card Reporting	APL		ASL		POSL		Tournaments	
	Players	Coach	Players	Coach	Players	Coach	Players	Coach
Denies Obvious Goal Scoring Opportunity/Handles Ball	-	-	2	-	2	-	10	-
Denies Obvious Goal Scoring Opportunity/Fouls Opponent	1	-	-	-	1	-	3	-
Second Yellow Card	14	-	13	-	25	6	35	6
Serious Foul Play	-	-	7	-	5	-	14	-
Violent Conduct	12	-	8	-	17	-	29	-
Irresponsible Bench Behavior	-	3	-	1	-	3	-	-
Abusive Language	4	2	1	-	4	-	5	1
Abusive Language towards Official	3	1	5	-	6	2	15	14
<b>Total Games</b>			<b>APL/ASL - 1281</b>		<b>2409</b>		<b>17 Tournaments</b>	

Observations:

- ❖ Red cards are part of the game. As Clubs the biggest opportunity will be to eliminate negative behavior directed towards officials (Irresponsible Bench Behavior, Abusive Language towards Official)
- ❖ AYSA has no visibility into red cards issued during non-sanctioned tournaments.



# Referee Update



There continues to be significant focus on referee development with outstanding support from Clubs in providing support with access to fields to allow for more on-field training versus just classroom training. With that focus some key observations include:

- ❖ Overall referee numbers remain flat year-over-year. Approximately 700-800 new referees certify each year, but attrition is equal to new certifications. Reasons include:
  - ❖ Many leave to college
  - ❖ Several have serviced the game for a long time and have elected to step away
  - ❖ State Referee Committee has not done well in communicating the timing, location, requirements etc.. on what is needed not only to become certified to referee, but also following up with active referees to encourage and ensure they recertify.
  - ❖ Sideline behavior/referee abuse continues to be an issue

Highlights from the past year include:

- ❖ Tyler Cudmore recognized as the Young Male Referee of the Year for Arizona and Region IV (third year in a row that Arizona won this award.)
- ❖ Arizona referees were select for National Presidents Cup and National Championships for the third year in a row
  - ❖ Bryan Perez and Cormac McCarthy were selected for the National Presidents Cup
  - ❖ Mario Coss and Isaiah Vlad were selected for US Youth Nationals



## TED SCHMIDT

Please refer to the Club Contract attachment





# Communications Update



# What Are We Doing?



## Graphic Design

Infographics, banners, deliverables, logos

## Photography

Photos of events, matches, tournaments

## Videography

Match highlights, player interviews, club spotlights, ODP, and more

## Content Creation

Press releases, match preview/recaps, player interviews, and more

## Social Media

Facebook, Twitter, Instagram

## Marketing





# Graphic Design



**ARIZONA**  
YOUTH SOCCER ASSOCIATION

**ODP WEST CHAMPIONSHIPS**

**ODP RECAP**

**LEADING GOAL SCORERS**

7 **ULJAH GIRIMDI - 02B**

5 **LUKAS KELLER - 01B**

5 **MIKE MCKAY - 04B**

5 **YAHIA GARCIA - 03B**

4 **02B - MOLLIE GRISWOLD**  
01B - MICHELLE HALL  
05B - LARKIN THOMASON

4 **04B - JONAH TCHILDY**  
04B - KEVIN MEARSE

**CHAMPIONS 03 BOYS**

**RUNNER-UP 02 BOYS**

**GROUP WINNERS** 03 GIRLS • 02 GIRLS • 02 BOYS  
02 WC BOYS • 03 BOYS • 04 BOYS • 05 BOYS

**GOALS SCORED** 133

**GOALS AGAINST** 49

**26 WON** **7 LOST** **17 DRAWN**

Instagram Facebook Twitter /AYSAYOUTHSOCCER



**PHOENIX RISING FC**  
ARIZONA PREMIER LEAGUE  
**GAME OF THE WEEK**

Sunday, October 1 at 3:30PM Boys Match

**SC del Sol** vs **NOMADS**

SC del Sol 02 Boys vs AZ Nomads 02B Pre Academy

Follow Us For Live Updates

Facebook: ArizonaYouthSoccerAssociation  
Twitter: @AYSAYouthSoccer  
Instagram: @AYSAYouthSoccer

**PHOENIX RISING FC**  
ARIZONA PREMIER LEAGUE  
**GAME OF THE WEEK**

Saturday, September 23 at 10:00AM

Serena 05 Girls Blue vs AZ Nomads 05 Girls Premier Team

Sunday, September 24 at 9:50AM

Blackhawk's 05 Chapman Boys vs Tempe Verde 05 Boys Blue

Follow Us For Live Updates

Facebook: /ArizonaYouthSoccerAssociation  
Twitter: @AYSAYouthSoccer  
Instagram: @AYSAYouthSoccer

**FOLLOWING MATCHES WILL BE LIVE STREAMED**

Watch on **AYSAYOUTH** official YouTube channel

Thursday, December 7 **02B** 12:00PM

Friday, December 8 **SC del Sol** 8:00AM **03B** 12:00PM

Saturday, December 9 **04B** 8:00AM



**2018 ARIZONA ADULT STATE CUP**

**MARCH 16-18**

**REACH 11 SPORTS COMPLEX**

**ARIZONA ADULT STATE CUP MARCH 2018**

**3 GAMES GUARANTEED - GROUP PLAY & PLAYOFFS**

**\$850 PER TEAM**  
REGISTRATION DEADLINE  
FEBRUARY 23

**CASH PRIZES FOR WINNING TEAMS**

TO ENTER EMAIL CHRISWEBB@AYSAYOUTHSSOCCER.ORG OR VISIT  
AYSAYOUTHSSOCCER.ORG/TOURNAMENTS/ADULT\_STATE\_CUP





# Videos



There have been more than 80 videos produced and published on Facebook, Instagram, and Twitter

Videos featuring ODP, APL, Player and Club Spotlights, and Highlights from events

Highest video views Facebook



Highest video views Instagram



# Facebook



#1



College Commitments

#2



#3



Club Spotlight

#4





# Facebook



#5



#6



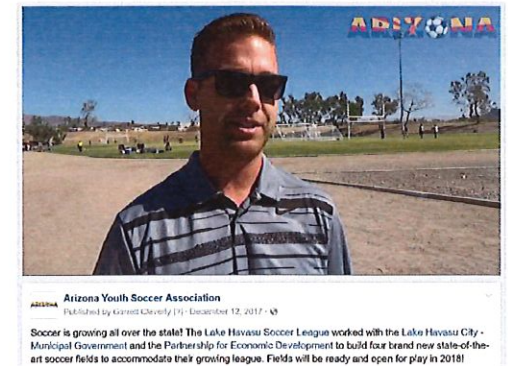
National Team Call Up

#7



ODP Tryouts

#8



Lake Havasu City

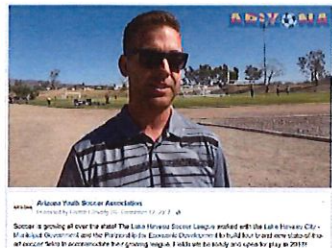
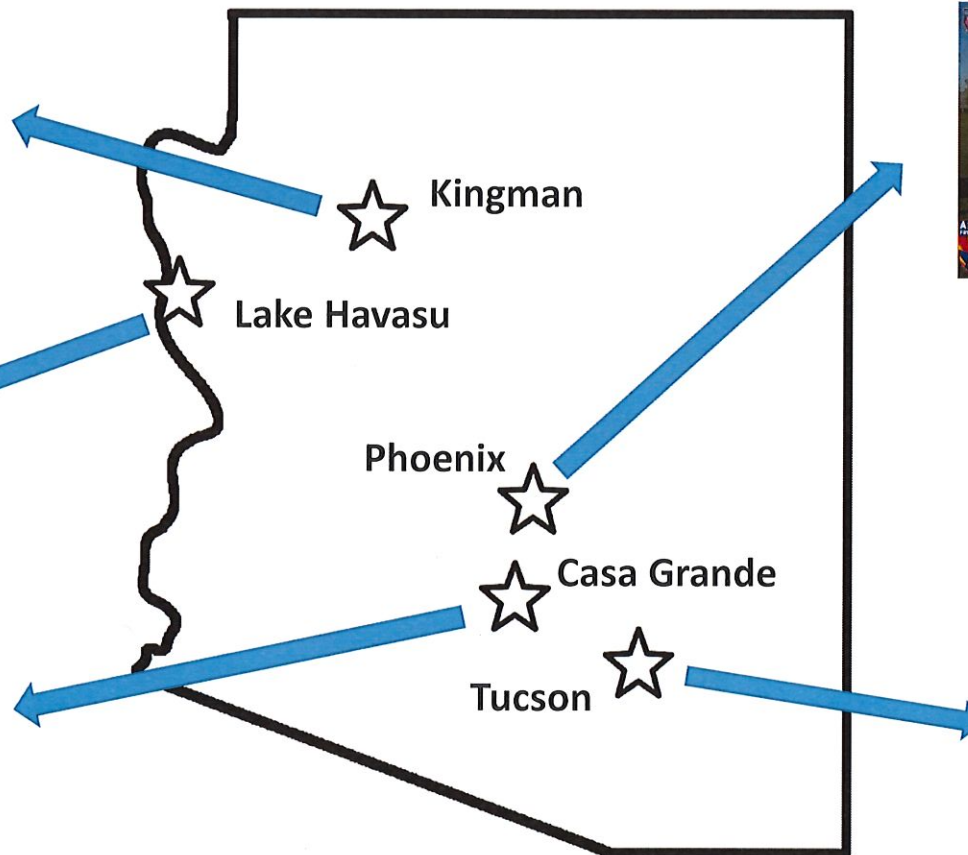




# Instagram



# All Around Arizona



# Marketing in 2018

**What do you want to see?**





# Garrett Cleverly

Director of Communications

**480-329-7744**



# US Soccer President - Update



There are currently eight (8) candidates for the US Soccer president and AYSA has met with each candidate, except Hope Solo, multiple times, either in person or via phone. AYSA did ***nominate*** Eric Wynalda however, AYSA has not finalized their vote. The candidates include:

Carlos Cordeiro	<ul style="list-style-type: none"><li>• A New Vision for US Soccer</li><li>• Grow the Game at All Levels</li><li>• Develop World Class National Teams</li><li>• Open, Inclusive, Transparent Leadership</li></ul>	Kathy Carter	<ul style="list-style-type: none"><li>• Vision</li><li>• Change</li><li>• Leadership</li></ul>
Michael Winograd	<ul style="list-style-type: none"><li>• Inclusive, Merit-Based and Transparent Advisor Committees</li><li>• Equal Treatment for Women's Soccer</li><li>• Take Down Cost Barriers in Youth Soccer and Coaching Education</li></ul>	Eric Wynalda	<ul style="list-style-type: none"><li>• Platform is large</li></ul>
Kyle Martino	<ul style="list-style-type: none"><li>• Transparency</li><li>• Equality</li><li>• Progress</li></ul>	Paul Caligiuri	<ul style="list-style-type: none"><li>• Does not have a published platform</li></ul>
Steve Gans	<ul style="list-style-type: none"><li>• Leadership</li><li>• Fairness</li><li>• Reform</li></ul>	Hope Solo	<ul style="list-style-type: none"><li>• Create winning culture</li><li>• Equal pay for USWNT and wall women</li><li>• Address pay to play</li><li>• Transparency</li></ul>

The vote will take place at the US Soccer AGM in Orlando, FL February 8 – 11, 2018.



# Finance Review





# Finance Review



AYSA is in financial **GOOD HEALTH**. Over the past five quarters all fiscal matters have been supported through Operating Expenses alone. There have been no drawdowns from any AYSA reserve accounts.

## Arizona Youth Soccer Association

### *Bank Accounts Balances by Quarter*

As of September 30, 2017

	Jul - Sep, 2016	Oct - Dec, 2016	Jan - Mar, 2017	Apr - Jun, 2017	Jul - Sep, 2017
<b>Bank Accounts</b>					
<b>100100 WF Checking</b>	348,182.39	406,650.82	526,007.45	257,877.11	337,125.44
<b>100300 WF Money Market</b>	522,257.93	522,336.92	522,414.21	522,517.06	522,596.08
<b>100400 Wells Fargo CDs</b>	131,211.44	131,288.21	131,364.17	131,441.87	131,519.62
<b>Total Bank Accounts</b>	<b>\$ 1,001,651.76</b>	<b>\$ 1,060,275.95</b>	<b>\$ 1,179,785.83</b>	<b>\$ 911,836.04</b>	<b>\$ 991,241.14</b>



# Finance Review



## ARIZONA YOUTH SOCCER ASSOCIATION Statements of Activities

	Current Fiscal Year	Presented Under Previous FY Period		Prior Fiscal Year
	Sept 2016 - June 2017	July - Aug 2017 Activity	Sept 2016 - Aug 2017	Sept 2015 - Aug 2016
<b>Income</b>				
Contributed Income	211,350	210	211,560	194,464
Education/Clinic Registration Fees	70,372	11,075	81,447	40,215
Fee Income	1,846,668		1,846,668	1,540,496
Other Income	10,794	2,177	12,971	19,190
<b>Total Income</b>	<b>\$ 2,139,184</b>	<b>\$ 13,462</b>	<b>\$ 2,152,646</b>	<b>\$ 1,794,365</b>
<b>Cost of Goods Sold</b>				
Cost of Goods Sold	1,770		1,770	-
<b>Total Cost of Goods Sold</b>	<b>\$ 1,770</b>	<b>\$ -</b>	<b>\$ 1,770</b>	<b>\$ -</b>
<b>Gross Profit</b>	<b>\$ 2,137,414</b>	<b>\$ 13,462</b>	<b>\$ 2,150,876</b>	<b>\$ 1,794,365</b>
<b>Expenses</b>				
Employee Related Expenses	269,955	65,927	335,882	379,683
Events Expenses	434,933	52,671	487,604	367,301
Financial aid & Grants	137,830	400	138,230	136,975
General Expenses	314,050	141,992	456,042	361,414
Occupancy Expenses	31,430	6,911	38,341	29,772
Professional Fees	4,252	2,300	6,552	4,780
Subcontracted Labor	512,385	32,141	544,526	391,430
Travel & Meeting	124,491	7,733	132,224	128,331
<b>Total Expenses</b>	<b>\$ 1,829,325</b>	<b>\$ 310,075</b>	<b>\$ 2,139,400</b>	<b>\$ 1,799,686</b>
<b>Net Operating Income</b>	<b>\$ 308,089</b>	<b>\$ (296,613)</b>	<b>\$ 11,476</b>	<b>\$ (5,321)</b>
<b>Other Income</b>				
Bank Interest	541	105	646	1,791
<b>Total Other Income</b>	<b>\$ 541</b>	<b>\$ 105</b>	<b>\$ 646</b>	<b>\$ 1,791</b>
<b>Net Other Income</b>	<b>\$ 541</b>	<b>\$ 105</b>	<b>\$ 646</b>	<b>\$ 1,791</b>
<b>Net Income</b>	<b>\$ 308,630</b>	<b>\$ (296,508)</b>	<b>\$ 12,122</b>	<b>\$ (3,530)</b>





# Finance Review



As of June 30, 2017

	Total
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Bank Accounts</b>	
Checking - Wells Fargo	257,877.11
Money Market - Wells Fargo	522,517.06
Wells Fargo CDs	131,441.87
<b>Total Bank Accounts</b>	<b>\$ 911,836.04</b>
Accounts Receivable	745.00
<b>Other Current Assets</b>	
Other Current Receivable	7,590.38
<b>Prepaid Expenses</b>	
Prepaid Aggregate Deductible	159,902.42
Other Prepaid Expenses	275.00
<b>Total Prepaid Expenses</b>	<b>\$ 160,177.42</b>
<b>Total Other Current Assets</b>	<b>\$ 167,767.80</b>
<b>Total Current Assets</b>	<b>\$ 1,080,348.84</b>
<b>Fixed Assets, net of Accumulated Depreciation</b>	<b>\$ 7,359.38</b>
<b>Other Assets</b>	
Endowment Account	25,000.00
Security Deposit	2,500.00
<b>Total Other Assets</b>	<b>\$ 27,500.00</b>
<b>TOTAL ASSETS</b>	<b>\$ 1,115,208.22</b>
<b>LIABILITIES AND EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Accounts Payable	88,881.13
Credit Cards Payable	17,074.42
Other Current Liabilities	28,239.27
<b>Total Current Liabilities</b>	<b>\$ 134,194.82</b>
<b>Long-Term Liabilities</b>	
Contingent Liabilities - Aggregate Deductible	159,902.42
<b>Total Long-Term Liabilities</b>	<b>\$ 159,902.42</b>
<b>Total Liabilities</b>	<b>\$ 294,097.24</b>
<b>Equity</b>	
Permanently Restricted Net Assets	25,000.00
Unrestricted Net Assets	487,547.39
Net Income	308,563.59
<b>Total Equity</b>	<b>\$ 821,110.98</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$ 1,115,208.22</b>



**Thank You**

