




# Catawba Valley Youth Soccer Association

2019 Annual General  
Membership Meeting  
May 7, 2019



# Agenda

- Call to Order
- Introduction of the Board of Directors, Staff, & Key Positions, Review Mission/Vision/Goals
- Awards and Appreciation
- Finances, Fees, New Kits, & Financial Aid
- Fundraising Program  , & Club Survey
- Volunteer Opportunities
- 2019-20 Board Officer Elections
- Director of Coaching Report
- Coaching Staff for 2019-20
- Questions and Answers
- Adjourn



# Board of Directors

Title	Name	Term Ends (Possible Terms Remaining)
President	Michael Poe	2018-19 (1)
Vice-President	Megan Kearney	2018-19 (1)
Secretary	Amy Chang	2018-19 (3)
Treasurer	Greg Guynes	2019-20 (3)
Member	Frank Young	2019-20 (2)
Member	Jason Parker	2019-20 (2)
Member	Brian Hefner	2019-20 (3)
Member	Zach Cox	2018-19 (3)
Member	Clay Gentry	2020-21 (3)
Member	<b>OPEN</b>	

## Board Facts:

- **10 Member Board**
- **Serve 2-Yr. Terms**
- **Up to 4 Terms Max.**
- **Treasurer is ex-officio, non-voting position**



# CVYSA Staff & Coaches

<b>Staff</b>	
Director of Coaching	Jeff Schellenberger
Assistant Director of Coaching	Godwin Iwelumo

<b>Coaching Staff</b>	
Sue Schellenberger	Jesus Garcia
Josh Alderson	Dana Chapman
Kerry Kahill	Zach Schellenberger
Janet Garcia	Eddie Lopez
Jonathan Moore	Roger Mueller
Jeff Moore	



# CVYSA 'Key' Positions

Position	2018-19	2019 - 20
Field Coordinator	Jeff Schellenberger	Jeff Schellenberger
Referee Assignor	David Whitman	David Whitman
Head Registrar	Janet Lopez	Janet Lopez
Assistant Registrar	Stephanie Holland	OPEN
Discipline & Appeals Liaison	Michael Poe	Michael Poe
Programs Liaison to NCYSA	Jeff Schellenberger	Jeff Schellenberger
Risk Management Liaison	Jason Parker	Jason Parker
Abuse Prevention Liaison	Brian Hefner	Brian Hefner
Web Master	Jesus Garcia	Jesus Garcia
Database Manager	Diana Parker	Diana Parker
Fundraising Chairman	Clay Gentry	Clay Gentry
Tournament Comm. Chair	DOC	Jason Parker
Marketing Comm. Chair	OPEN	OPEN
Communications Comm. Chair	OPEN	OPEN
Social Media	Jesus Garcia & Josh Alderson	Jesus Garcia & Josh Alderson



# CVYSA Mission, Vision, & Values

## Our Mission

CVYSA offers a fun, encouraging and competitive environment where players, through professional coaching, develop both on and off the field.

## Our Vision

The short-term vision of the Organization is to become the preferred destination for soccer in the Catawba Valley/Unifour region. The long-term vision is to become the premier competitive soccer club in NC based on reputation/respect.

## Our Values

Coaching will be focused to instill the following values in players representing the CVYSA Blast Teams: Believe, Lead, Attitude, Sacrifice, and Team.

**#BlastOn3**



# Recent Accolades

PLAYER ACCOLADES TEAM ACCOLADES

**2** USYS PRESIDENTS CUP NATIONAL CHAMPIONSHIPS

**2** USYS PRESIDENTS CUP REGIONAL CHAMPIONSHIPS

**1** USYS PRESIDENTS CUP STATE CHAMPIONSHIPS

**1** USYS PRESIDENTS CUP REGIONALS FAIR PLAY AWARD

**1** USYS PRESIDENTS CUP STATE FINALIST

**4** USYS PRESIDENTS CUP STATE FINAL FOUR

**15** USYS SANCTIONED TOURNAMENT CHAMPIONSHIPS

**27** NC Olympic Development Players

**2** USYS NATIONALS BEST 11

**1** SAC FRESHMAN OF THE YEAR

**8** COLLEGE COMMITMENTS

## COACH ACCOLADES

**1** NCYSA BOYS COACH OF THE YEAR

**1** NCYSA GIRLS COACH OF THE YEAR

**1** NCYSA YOUTH ACADEMY PROGRAM OF THE YEAR

**1** NCYSA BRANTLEY MURPHY AWARD

**32** USSF COACHING LICENSES





**JEFF  
SCHELLENBERGER**  
**BRANTLEY MURPHY ODP  
DEDICATION AWARD**





**GODWIN IWELUMO**

**BOYS CLASSIC  
COACH OF THE YEAR**



**YOUTH SOCCER<sup>®</sup>**

**SUE**

**SCHELLENBERGER**

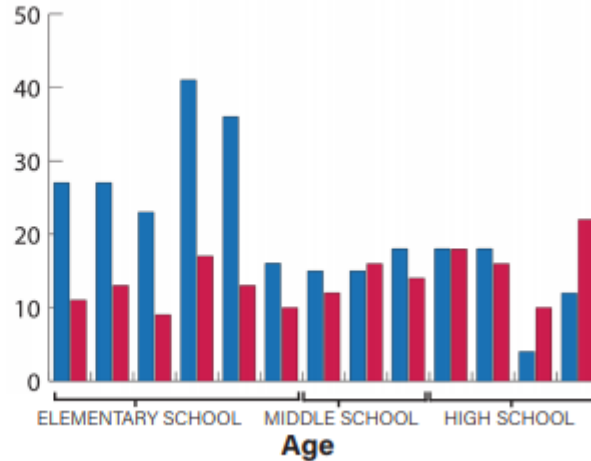
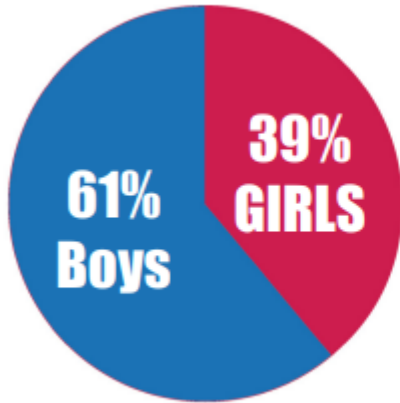
**GIRLS CLASSIC  
COACH OF THE YEAR**

# 2018 – 2019 Team Managers

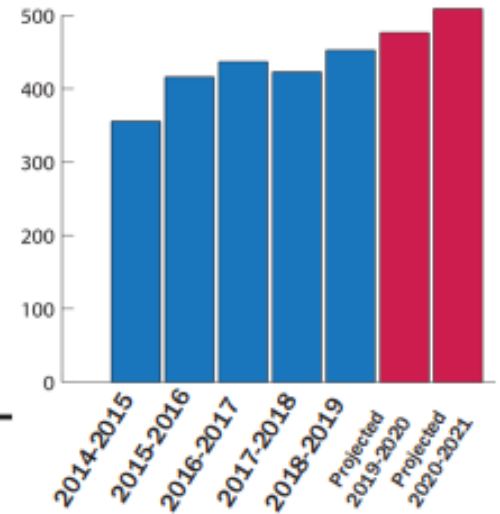
- U11 B Bill Pulley
- U11 G Zach Schellenberger
- U12 B Sarah Poovey; Fletcher Ross
- U12 G Dana Chapman
- U13 B Clay Buff
- U13 G Patrick Dunn
- U14 B Suzi Moore
- U14 G Robin Hartman
- U15 G Jen Wolgemuth
- U15 B Josh Alderson
- U16 G Adele Barrier, Lisa Van De Klashorst
- U16 B Jon Levinson, Kelley Morrison
- U17 G Roger Mueller
- U17 B Stephanie Holland
- U18 G Janet Garcia
- U19 G Jeff Tice
- **THANK YOU TO EVERYONE FOR THEIR TIME & EFFORT**

# Demographics

## NUMBERS BREAKDOWN



## TOTAL NUMBER OF PLAYERS



## DIVISION BREAKDOWN

Division	Time Commitment	Tournaments	# of Players
Recreation	1 practice/week 1 game	0	81
Youth Academy	2 practices/week 1-2 game	2 showcase	82
Classic	2 practices/week 1-2 game	4-6	252
Premier	3 practices/week 1-2 game	2 showcase 2 tournaments	36
ADULT	1 game/week	1-2 tournaments	85

**536**

Total 2018-2019  
**PLAYERS**  
\*INCLUDING ADULT MEMBERS

**18**

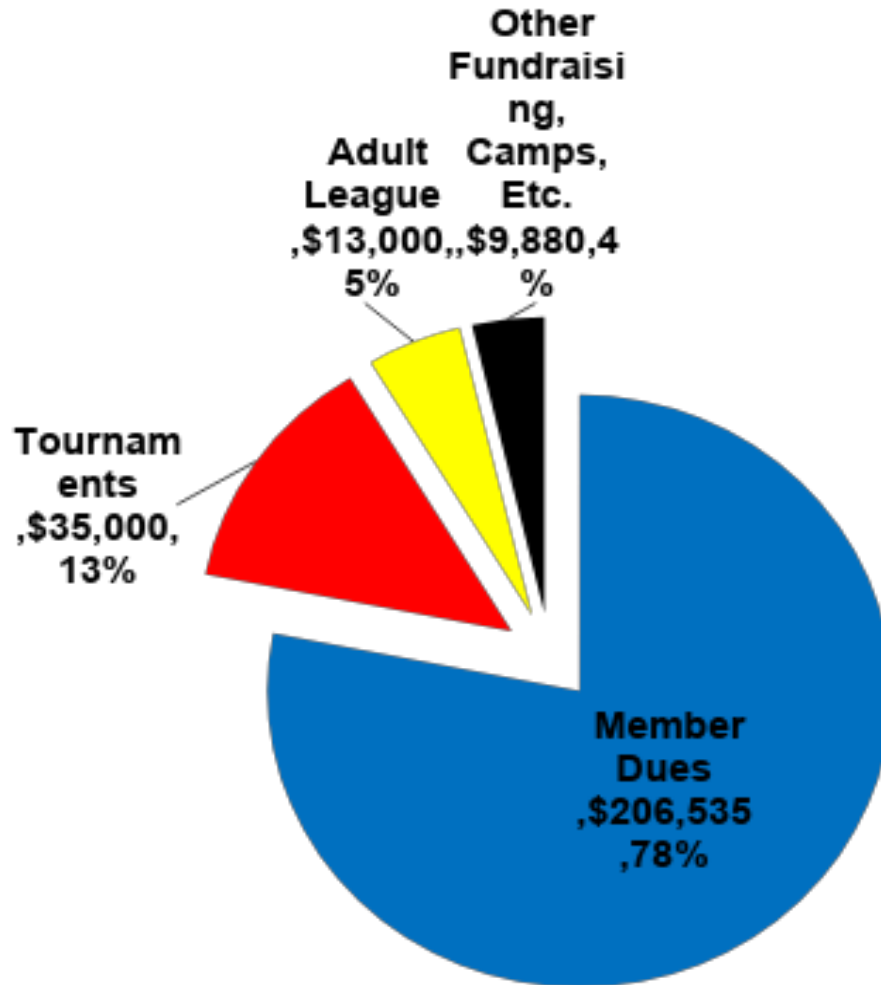
**TEAMS**  
(CLASSIC)

**12**

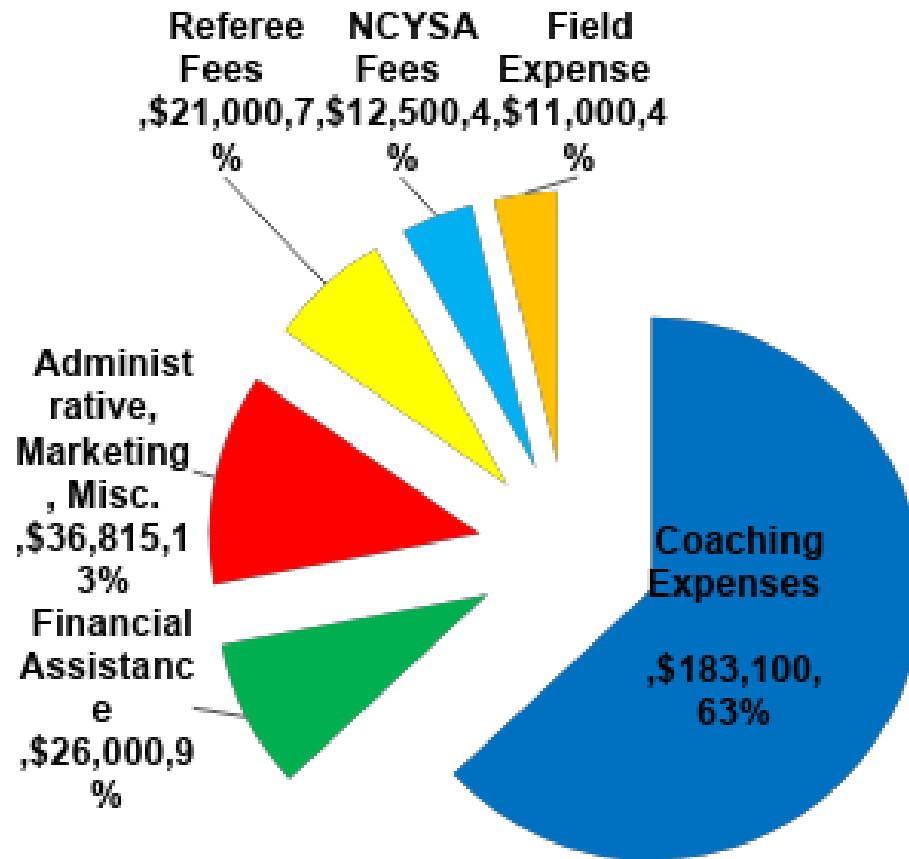
**COACHES**



# 2018/19 Budgeted Revenue



# 2018/19 Budgeted Expenses



# YTD Financial Overview

Income	18/19 Budget	As of 4/1/19	Diff (\$)	Diff (%)
Member Dues	\$ 206,535.00	\$ 150,788.10	\$ (55,746.90)	-27%
Tournaments	\$ 35,000.00	\$ 18,128.57	\$ (16,871.43)	-48%
Adult League	\$ 13,000.00	\$ 9,483.96	\$ (3,516.04)	-27%
Other (Fundraising, Camps, Etc.)	\$ 9,880.00	\$ 11,463.09	\$ 1,583.09	16%
<b>Total</b>	<b>\$ 264,415.00</b>	<b>\$ 189,863.72</b>	<b>\$ (74,551.28)</b>	<b>-28%</b>
Expenses	18/19 Budget	As of 4/1/19	Diff (\$)	Diff (%)
Coaching	\$ 183,100.00	\$ 133,622.33	\$ (49,477.67)	-27%
Administrative, Marketing, Etc. Costs	\$ 36,815.00	\$ 17,780.70	\$ (19,034.30)	-52%
Referee Fees	\$ 21,000.00	\$ 18,212.00	\$ (2,788.00)	-13%
NCYSA Registration Fees	\$ 12,500.00	\$ 15,595.00	\$ 3,095.00	25%
Field Expenses	\$ 11,000.00	\$ -	\$ (11,000.00)	-100%
<b>Total</b>	<b>\$ 264,415.00</b>	<b>\$ 185,210.03</b>	<b>\$ (79,204.97)</b>	<b>-30%</b>



# New Association & Team Payment Policy

- Approved by BOD in January 2019
- Effective starting with 2019/20 Season
- New Payment Due Date Schedule

Payment Schedule	Fall & Spring	Fall Only	Spring Only
Acceptance/1st Payment **	July 1st	July 1st	July/December 1st *
2nd Payment	August 1st	August 1st	January 1st
3rd Payment	September 1st	September 1st	February 1st
4th Payment	October 1st	October 1st	March 1st
5th Payment	November 1st	N/A	N/A
6th Payment	December 1st	N/A	N/A

\* *Spring Only Acceptance Payment contingent on tryout date and acceptance*

\*\* *Failure to pay Acceptance Fee will forfeit the spot on team*





# New Association & Team Payment Policy


- \$5/Payment Convenience Fee on Installments
- Autopay Credit/Debit Card Required for Installments

Days After Payment is Past Due	Result (in all circumstances where Player is deemed ineligible to participate below, NCYSA Player Cards will be pulled and players will be suspended from all CVYSA activities)
1 Day	The CVYSA Treasurer will send an email notification to the primary account holder notifying the payment is past due.
10 Days	A \$15.00 Late Fee will be applied to the past due payment & a telephone call will be made to the primary account holder requesting them to remit payment.
30 Days	The player will be ineligible to participate in all CVYSA soccer activities (Games/Practice) until such all delinquent fees have been paid. The CVYSA Treasurer will inform the CVYSA Director of Coaching (DOC) of a player not in good standing, and the DOC will inform the player's coach. Primary account holders will receive an email & phone call informing them they are out compliance with Association and Team Payment Policy and of the aforementioned consequences.
August 20th* Pre-season Checkpoint *	If Player's account is not in good standing, the Player will be ineligible to play in fall events/practice. This includes payments owed from previous year as well as the Acceptance payment.
January 15th Pre-Season Checkpoint *	If the Player's account is not in good standing, the Player will not be allowed to participate in spring events or programs. If a Spring Only player, this includes payments owed from previous year as well as the Acceptance Payment.

- Strict Enforcement of Policy; **PLAYER CARDS WILL BE PULLED**



# Player Fees 2019 – 20

<b>2019-20 CVYSA SEASON FEES</b> 	<b>Jr. Academy</b>	<b>Academy</b>	<b>Classic</b>		
	Boys /Girls	Boys/Girls	Boys/Girls Level 3	Boys/Girls	Girls / Boys Only
	U7/8	U-8/9/10/11/12	U-11/12/13/14	U-11/12/13/14	U-15/16/17/18/19
	12/13	12/11/10/09/08	09/08/07/06	09/08/07/06	05/04/03/02 /01
	Full Season	Full Season	Full Season	Full Season	Fall/Spring Only
TRYOUT FEE DUE AT ANNUAL TRYOUTS IN MAY	NA	\$40	\$40	\$40	\$40
<b>CLUB FEES PER PLAYER</b>	\$220	\$440	\$675	\$920	\$550

\* \$40 Try-out Pre-Registration Fee

\* \$50 Tryout Walk-up Fee

**Premier** 1 Season \$575  
**Fees:** Full Season \$975

Teams may elect to attend tournaments. The tournament expenses are to be determined by each team. Between \$40 - \$65

**Financial Assistance may be available upon completion of a Financial Aid application.**

Financial Aid maximum is 75%

Tryout fee is non-refundable

Payment is non-refundable after player has been registered with NCYSA

# 2019/20 & 2020/21 Kits



## FIELD PLAYER KIT

\$165

PUMA Cup Jersey  
(Current image not available - 2018 version shown)



PUMA Liga Jersey Core



PUMA Liga Jersey Core



PUMA Liga Short



PUMA Liga Short



PUMA Liga Sock



PUMA Liga Sock



## KEEPER KIT

\$170

PUMA Liga GK Jersey



PUMA Liga Jersey Core



PUMA Liga Jersey Core



PUMA Liga Short



PUMA Liga Short



PUMA Liga Sock



PUMA Liga Sock



# 2019/20 & 2020/21 Kits (cont.)

 <p><b>YOUTH ACADEMY KIT</b></p> <p><b>\$70</b></p>   	<p>PUMA Liga Jersey Core JR</p>  <p>PUMA Liga Jersey Core JR</p>  <p>PUMA Liga Shorts JR</p>  <p>PUMA Liga Sock</p> 	 <p><b>WARM-UP OPTION</b></p> <p><b>\$90</b></p>	<p>PUMA Liga Training 1/4 Zip</p>  <p>PUMA Liga Training Pant</p> 	 <p><b>BACKPACK OPTION</b></p> <p><b>\$43</b></p>	
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# Financial Aid

- Maximum of 75% awarded based on need
- Uniforms are responsibility of family
- Visit website for an application in English & Spanish
  - <http://www.cvysa.org/content/forms>
- **Application Deadline is June 30, 2019**
- If you would like to be an “angel” to provide assistance for a particular player, please contact Jeff or a Board member.
  - CVYSA is a 401c(3) non-profit org.



# New Fundraising Program

## DIAMOND SPONSOR



**\$20,000 - 1 Available**

- Full color logo on front of game jerseys
- Field #1 will be named after Diamond Sponsor
- Banner advertisement on main field fence\*
- Name on CVYSA homepage banner
- Recognized on CVYSA sponsor page, link to sponsor's website
- Bi-Weekly promotion on CVYSA social media outlets

## PLATINUM SPONSOR



**\$10,000 - 2 Available**

- Full color logo on game jersey sleeve
- Field #2 or 3 named after Platinum Sponsor
- Banner advertisement on main field fence\*
- Recognized on CVYSA sponsor page, link to sponsor's website
- Monthly recognition on CVYSA social media outlets

## GOLD SPONSOR



**\$5,000 - 4 Available**

- Field #4, 5, 6 or 7 named after Gold Sponsor
- 4'x8' banner advertisement on field 1 fence\*
- Recognized on CVYSA sponsor page, link to sponsor's website
- Quarterly recognition on CVYSA social media outlets

## SILVER SPONSOR



**\$2,500 - 10 Available**

- 4'x8' banner advertisement on field 1 fence\*
- Recognized on CVYSA sponsor page, link to sponsor's website
- Yearly recognition on CVYSA social media outlets

## BRONZE SPONSOR



**\$1,000 - Unlimited**

- Recognized on CVYSA sponsor page, link to sponsor's website

\*subject to approval

## COMMUNITY IMPACT AND ENGAGEMENT

CVYSA has enjoyed a tremendous partnership with the City of Hickory. Our home park is a beautiful facility that also serves as a recreational park for local residents and visitors to the Catawba Valley. Each year CVYSA hosts two soccer tournaments that generate over \$1,000,000 for the local economy. Your sponsorship will play a role in continuing to improve our facilities and help us continue to grow the club and serve the community.

## WHAT DOES THIS MEAN FOR OUR SPONSORS?

- Opportunity to partner with CVYSA to make our community a most favored place for soccer families to live
- Exposure to over 100,000 annual visitors to Henry Fork Regional Park
- Jersey sponsors are marketed on over 900 uniforms that are displayed in over 600 matches annually
- Sponsorship acknowledgment to our growing base of over 2,000 followers across our three social media platforms (Twitter, Instagram, Facebook)
- Excellent platform to create brand awareness for prospective customers and prospective employees



# 2018-19 Club Survey (coming in May 2019)

## CVYSA 2018-19 Club Survey

The Catawba Valley Youth Soccer Association (CVYSA) wants to get your feedback on your experience with the club for the 2018-19 season. CVYSA values its members and their opinions regarding the services it provides. This survey is being conducted in order to quantify certain aspects of the programs CVYSA provides in order to continually develop and improve these services. The survey should only take about 5-10 minutes to complete. Please rest assured that your responses will remain anonymous and will be combined with those of other respondents for analysis purposes. Thank you for your participation!



- Anonymous
- Available in English and Spanish.
- Management & Operations
- Coaching
- Facilities, Gear, & Training
- **PLEASE RESPOND!!! WE NEED YOUR INPUT!!!**

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Google Forms



# Volunteers Opportunities

- Board Members
- Team Managers & Treasurers
- Registrar and Registrar Assistants
- Assist with Academy
- Fundraising
- Marketing
- Communications
- Tournaments
- Tryouts
- Concessions





# Volunteer Opportunities

## ■ Autumn Blast Tournament

- Tournament Committee Positions
- Registration / Check in Officials
- Field Marshals
- Water Crew
- Clean up Crews
- Parking Lot Crews
- Fundraising

## ■ Commscope Cup



# Board of Directors

## Election of Officers for 2018-19

<b>Proposed Officers</b>		
Michael Poe	President	Seeking Re-election
Brian Hefner	Vice President	Seeking Election
Greg Guynes	Treasurer	Seeking Re-election
Jason Parker	Secretary	Seeking Election



# Director of Coaching Report

- Team Status:
  - 26 teams
    - 8 Combined U7CO-ED, U-8, U-9, and U-10 teams (6 boys, 1 girls, 1 Coed)
      - 10h year in the NCYSA Youth Academy Program
      - 95 players involved age 6 to 12
      - Participated in Fall & Spring NCYSA Academy Showcase
    - 5 Classic Teams competed at 9 vs. 9 (U11 – U12 B&G)
    - 13 Classic Teams competed at 11 vs. 11 (U13 – U19 B&G)
      - 9 Classic Boys Teams
      - 9 Classic Girls Teams



# Director of Coaching Report

## ■ Recreation Plus Status:

- March 5th to May 3rd
- 70 children
- 2 Volunteer Coaches
- Lead CVYSA Instructors; Godwin, Jesus, Eddie & Adrian
- Two Age Groups
  - Ages 10 to 13 –
    - 34 players
    - 4 Teams playing 7 vs.7
  - Ages 6 to 9
    - 36 players
    - 4 teams playing 6 vs. 6



# Director of Coaching Report

## ■ Programs

- Fall Optional Technical Training
- Fall Speed, Core & Agility Training
- Autumn Blast
- Winter Training ~over 100 players involved
- Juggling Club
  - Multiple players received 50 or more touches
- 2019 CVYSA Summer Soccer Camps
  - Blast Off Camp – June 17 – 21 @ Pepsi: 9 AM – Noon. \$100
  - Technical Edge Camp: June 17 to 20 @ Pepsi 6:30 – 8:15 PM; \$65
  - Team Camp – Aug. 5 – 8 @ Pepsi: 5:30 PM – 8 PM. \$90



# Director of Coaching Report

## 2018 – 2019 Team Achievements: GIRLS

- 08 G CommScope Cup Finalist, Top 5 in Division
- 07 G Autumn Blast Finalist; Division Runner-up
- 05 G win Second Division, undefeated
- 05 G Autumn Blast Champs
- 04 G Win First Division, undefeated
- 04 G finalist for NCYSA President's Cup
- 04 G First Girls Team to earn promotion to NCYSA Premier League
- 01 G 3rd place in West First Division
- 01 G President's Cup Final Four
- 00 G Finish second in First Division



# Director of Coaching Report

## 2018 – 2019 Team Achievements: BOYS

### 08 Boys:

- CommScope Cup Finalists
- League Top 3 Finish

### 07 Boys

- Combined Teams for Autumn Blast Co-Champions

### 07 Blue:

- Twins City Classic Champions
- Gatlinburg Season Finale Finalist
- ONE Strikers 5v5 Champions
- NCYSA Spring League 1st West Division
- OrthoCarolina Twinfest Finalist
- CommScope Cup Finalist

### 07 White:

- Appalachian Classic Finalists
- HFC Riverside Spring Champs
- League Runner-Up Fall & Spring



# Director of Coaching Report

## 2018 – 2019 Team Achievements BOYS

### 06 Blue

- ❑ Autumn Blast Champs
- ❑ Elite West Division Top Five

### 05 Boys:

- ❑ NCYSA Spring League 1st West Division:
- ❑ Tied for 1st NCYSA Fall League
- ❑ Autumn Blast Champions
- ❑ ONE Strikers 5v5 Finalist
- ❑ NCYSA Kepner Presidents State Cup: Final Four (still playing)

### 04 Boys:

- ❑ Autumn Blast Champions
- ❑ Top 5 Finish in First Division
- ❑ President's Cup Quarterfinalist (still playing)

### 03 Boys:

- ❑ NCYSA Premier League Participant
- ❑ Top 10 NCYSA Team







ACADEMY PROGRAM  
OF THE YEAR

# CVYSA College Bound Players

- Santiago Betancourt- Lees McCrae College
- Jason Mejia – Piedmont University
- Luis Ugalde – Piedmont University
- Gabe Walker – LRU
- Natalia Alvarez – Salem University
- Katherine Behmer - Birmingham-Southern College
- Jess Lafrancis – Wingate University
- Miriam Tomerlin- Guilford College
- Abby Walker - Birmingham-Southern College
- Jenny Xiong - Five Towns College NY
  
- **CONGRATS & GOOD LUCK !!**



# CVYSA ODP Players

- '07: Connor Hefner, Carter Hessong, Dalton Henderson, Connor Kahill, Addison Parker, Connor Poovey, Jackson Racine, Dalton Rice, Bradley Williams
- '06: Collin Buff, Josue Leal (RC), Mia Zuletta (RC)
- '05: Juliette Hessong (RC), Ava Hartman (RC)
- '04: Braedon Runyon; Nick Burkett; Nathan Moore



# Director of Coaching Report

## ■ 2019 – 2020 Staff (tentative Age Group Head Coaches)

Youth Academy – Godwin Iwelumo, Jesus & Janet Garcia, Josh Alderson,  
Eddie Lopez, Adrian Rojo

U11/09 B – Jesus; Jon Moore; U11 G – Brian Jillings

U12/08 B – Godwin; U12 G – Zach Schellenberger

U13/07 B – Jesus & Kerry; U13 G – Dana

U14/06 B – DOC; U14 G – DOC

U15/05 B – Jesus; U15 G – Sue

U16/04 B – Josh; U16 G – Sue

U17/03 B – Godwin; U17 G – Josh/Jeff Moore

U18/02 B – Josh; U18/00 G – Roger Mueller

U19/01 B - DOC      U19/99 G – DOC

Other Key Coaches: Jake Schellenberger, Bryan Sanchez, Matt Tremblay, Carlos Rubio, Tina Voudouris, Alonso Garcia, Jeff Moore



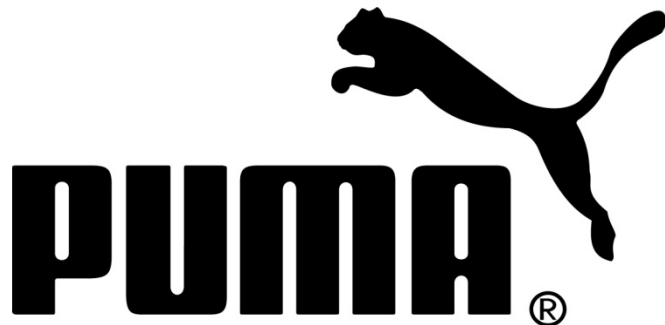
# CVYSA 2019/20 Tryouts

- Pepsi Soccer Complex
- May 13 & 15 Junior & Youth Academy Assessments
  - 5:45 PM to 7 PM
- May 20 – 23
  - 5/20 & 22: 11U, 12U B & G, 5:30 – 6:45 PM
  - 5/20 & 22: 13U, 14U B & G, 7 PM – 8:15 PM
  - 5/21 & 23: Girls 15U to 19U; 5:30 – 6:45 PM
  - 5/21 & 23: Boys 15U to 19U; 7 PM– 8:15 PM PM



# Parent Meetings (tentative times)

- Pepsi Soccer Complex
- THURSDAY May 30th (uniform fittings)
  - 5:30PM – 6:30PM Academy, U11/U12 B& G
  - 6:30PM – 7:30PM: U13, U14, U15 B & G
  - 7:30PM – 8:30 PM: U16, U17, U18 B & G



# Director of Coaching Report

## ■ 2019- 2020 Events

- Tryouts May 13, 15 and 20 through 23 @ Henry Fork
- Parent Meetings, THURSDAY May 30 @ Henry Fork large pavilion
- June 17 – 21, Blast Off & Technical Edge Camps @ Henry Fork,
- August 5 – 8 Team Camp @ Henry Fork
- August 12<sup>th</sup> fall training begins @ Henry Fork
- October 20th Fall Tryouts
- November 9 & 10 Autumn Blast Tournament.
- December / January Winter Training
- January 20th Spring training can begin
- May 2020, 23rd Annual Galaxy Tournament



# #BlastOn3





# #BlastOn3



# CVYSA...Family!



# CVYSA...Family!

