



Catawba Valley Youth Soccer Association

2020 Annual General
Membership Meeting
July 30, 2020



Agenda

- Call to Order
- Operations Update
 - Introduction of the Board of Directors, Staff, & Key Positions,
 - Review Mission/Vision/Goals
 - Statistics/Demographics
 - Treasurer's Report
 - Fundraising Program
 - Volunteer Opportunities
 - COVID-19 Update
- Director of Coaching Report
- 2019-20 Board Officer Elections
- Questions and Answers
- Adjourn



Current Board of Directors

Officers	
President	Michael Poe
Vice-President	Brian Hefner
Secretary	Marcus Houston
Treasurer	Vacant (Michael Poe is acting)

Directors	
Frank Young	Greg Guynes
Zach Cox	James Williams
Clay Gentry	Juliana Pedro



CVYSA Staff & Coaches

Staff	
Director of Coaching	Jeff Schellenberger
Assistant Director of Coaching	Godwin Iwelumo

Coaching Staff	
Brian Jillings	Dana Chapman
Janet Garcia	Jeff Moore
Jesus Garcia	Josh Alderson
Kerry Kahill	Marshall Frank
Matthew Tremblay	Jacob Schellenberger
Sue Schellenberger	Zach Schellenberger



CVYSA 'Key' Positions

Position	2019-20	2020 - 21
Field Coordinator	Jeff Schellenberger	Jeff Schellenberger
Referee Assignor	David Whitman	David Whitman
Head Registrar	Janet Lopez	Janet Lopez
Assistant Registrar	Stephanie Holland	Robin Hartman
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

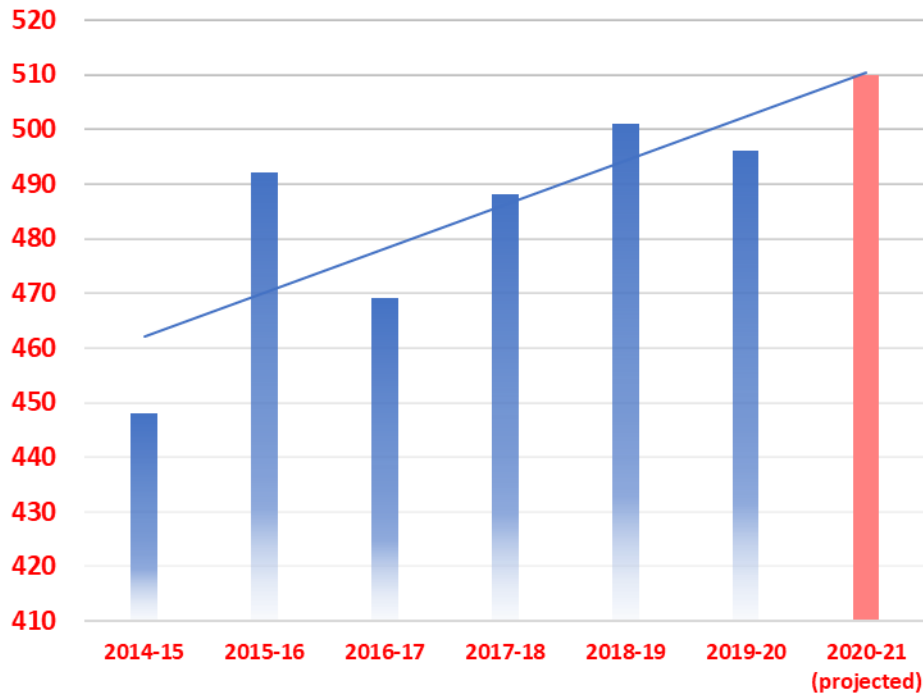
Coaching will be focused to instill the following values in players representing the CVYSA Blast Teams: Believe, Lead, Attitude, Sacrifice, and Team.

#BlastOn3

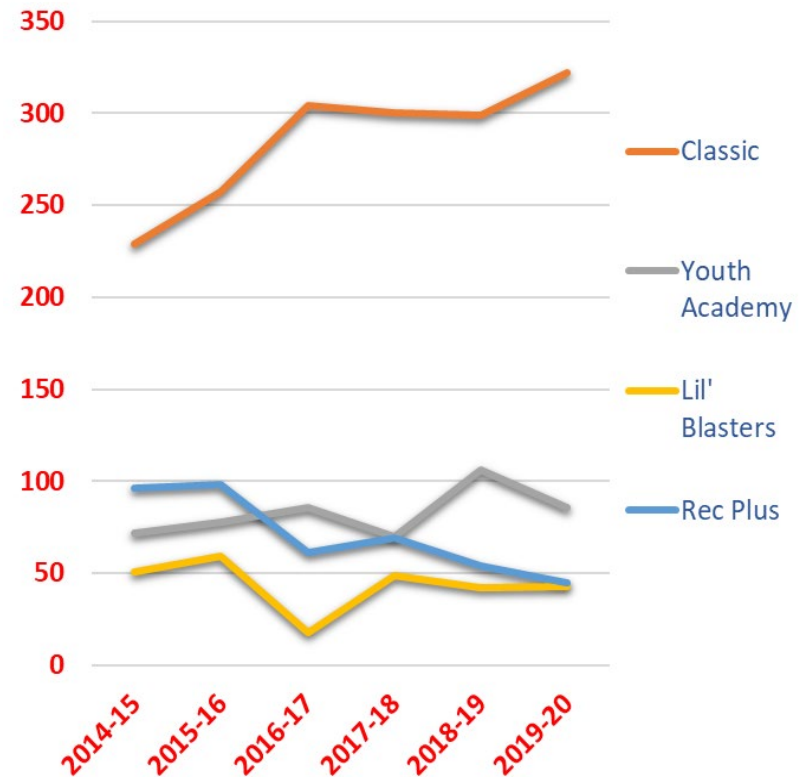


By the Numbers...

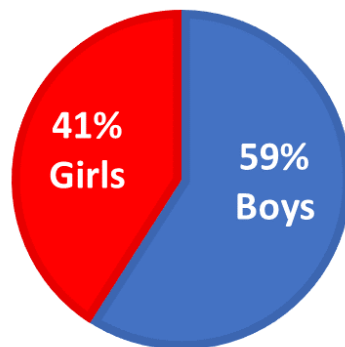
TOTAL # PARTICIPANTS



Youth Program Trends



2019-20



Treasurers Report

2019/20 Profit & Loss (Revenue)

	TOTAL		
	JUL 2019 - JUN 2020	JUL 2018 - JUN 2019 (PY)	CHANGE
▼ Income			
Bad Debt Expense	-475.00		-475.00
▼ Clinics, Camps etc			
▶ Adult Soccer League	4,892.76	5,574.56	-681.80
▶ Autumn Blast	26,343.69	17,528.57	8,815.12
▶ CommScope Tournament	4,720.44	307.00	4,413.44
▶ Recreation Plus	2,169.05	35.47	2,133.58
▶ Summer Camp	-2,047.50	-596.95	-1,450.55
▶ Team Camp	8,280.00	8,874.20	-594.20
Total Clinics, Camps etc	44,358.44	31,722.85	12,635.59
▼ Fundraising			
▶ 2Play4Jose	3,851.71		3,851.71
▶ Apparel	10.00	-1,761.40	1,771.40
▶ Discount Cards (deleted)		1,764.00	-1,764.00
▶ Field Signs	500.00	1,100.00	-600.00
▶ Sponsorships Received	-5,428.32	19,516.24	-24,944.56
Total Fundraising	-1,066.61	20,618.84	-21,685.45
▶ Little Blasters	2,055.00	1,909.80	145.20
Member Dues	185,123.18	208,746.80	-23,623.62
▶ Miscellaneous Income	5,160.43	-233.42	5,393.85
Other Inc		24.68	-24.68
Tournament Income	7,967.00	3,071.00	4,896.00
▶ Tryout	-169.80	8,457.88	-8,627.68
Uncategorized Income	2,864.50	830.00	2,034.50
▶ Uniforms	165.00	-472.67	637.67
Total Income	\$245,982.14	\$274,675.76	\$ -28,693.62
GROSS PROFIT	\$245,982.14	\$274,675.76	\$ -28,693.62



Treasurers Report

2019/20 Profit & Loss (Expenses)

▼ Expenses

▶ Admin & Equip Expenses	42,346.55	17,582.55	24,764.00
▶ Coaching & DOC Expenses	174,935.97	179,908.96	-4,972.99
▶ Miscellaneous Expenses	300.00	250.00	50.00
▶ NCYSA Registration Fees	17,325.00	16,210.00	1,115.00
▶ Program Operations		783.93	-783.93
Purchases	866.70		866.70
Reconciliation Discrepancies		-0.02	0.02
▶ Referee Fees	14,475.00	19,535.00	-5,060.00
▶ Tournaments Expense	8,760.00	3,265.71	5,494.29
Uncategorized Expense	485.94		485.94
Total Expenses	\$259,495.16	\$237,536.13	\$21,959.03
NET OPERATING INCOME	\$ -13,513.02	\$37,139.63	\$ -50,652.65
▼ Other Income			
Interest Income	217.12	97.46	119.66
Total Other Income	\$217.12	\$97.46	\$119.66
NET OTHER INCOME	\$217.12	\$97.46	\$119.66
NET INCOME	\$ -13,295.90	\$37,237.09	\$ -50,532.99



Year-End Balance Sheet

Catawba Valley Youth Soccer Association, Inc.

BALANCE SHEET
As of June 30, 2020

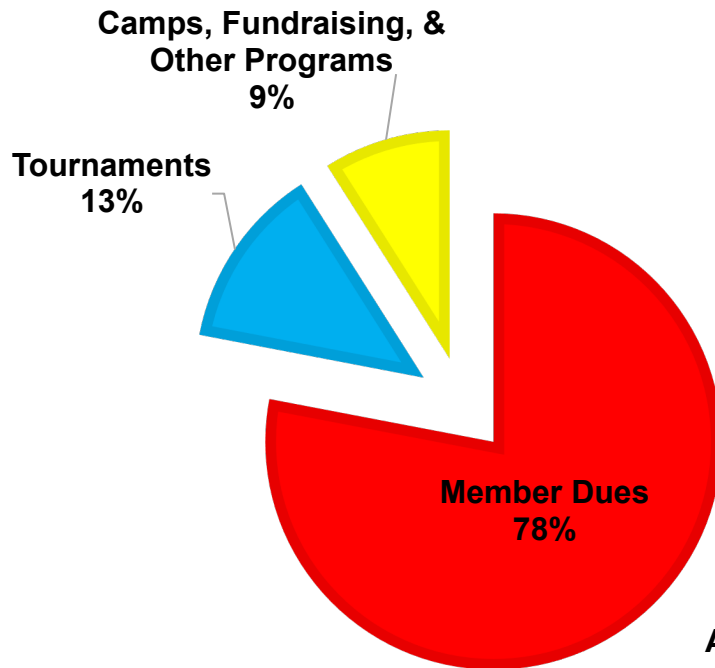
	TOTAL		
	AS OF JUN 30, 2020	AS OF JUN 30, 2019 (PY)	CHANGE
▼ ASSETS			
▼ Current Assets			
▶ Bank Accounts	\$106,214.82	\$84,901.09	\$21,313.73
▶ Accounts Receivable	\$175.00	\$175.00	\$0.00
▶ Other Current Assets	\$0.00	\$0.00	\$0.00
Total Current Assets	\$106,389.82	\$85,076.09	\$21,313.73
▶ Fixed Assets	\$1,290.38	\$0.01	\$1,290.37
TOTAL ASSETS	\$107,680.20	\$85,076.10	\$22,604.10
▼ LIABILITIES AND EQUITY			
▶ Liabilities	\$35,900.00	\$0.00	\$35,900.00
▶ Equity	\$71,780.20	\$85,076.10	\$ -13,295.90
TOTAL LIABILITIES AND EQUITY	\$107,680.20	\$85,076.10	\$22,604.10



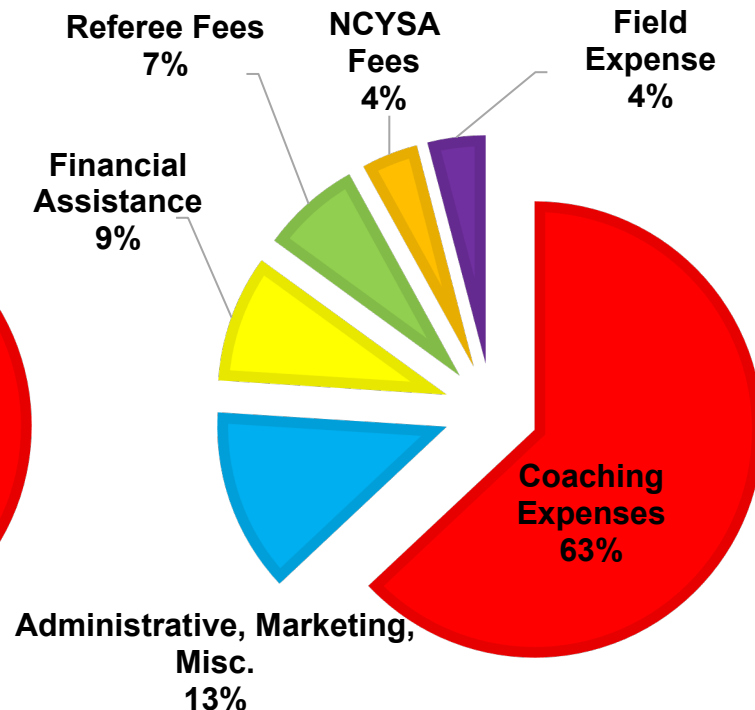
2020/21 Budget

- 2020/21 Budget TBD due to COVID-19
- Board of Directors will likely establish at August or September meeting

TYPICAL INCOME BREAKDOWN



TYPICAL EXPENSES BREAKDOWN



Player Fees 2020 – 21

2020-21 CVYSA SEASON FEES 	Jr. Academy	Academy	Classic		
	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
* SRPING TRYOUT FEE WAS WAIVED DUE TO COVID-19	NA	\$40 *	\$40 *	\$40 *	\$40 *
CLUB FEES PER PLAYER	\$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. Typically between \$40 - \$65/each

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.)

<div data-bbox="59 225 195 358"></div> <div data-bbox="79 376 166 1239"><p>YOUTH ACADEMY KIT</p></div> <div data-bbox="75 1258 179 1305"><p>\$70</p></div>	<div data-bbox="305 305 477 322"><p>PUMA Liga Jersey Core JR</p></div> <div data-bbox="276 339 535 668"></div> <div data-bbox="643 305 813 322"><p>PUMA Liga Jersey Core JR</p></div> <div data-bbox="581 339 844 668"></div> <div data-bbox="490 686 627 704"><p>PUMA Liga Shorts JR</p></div> <div data-bbox="471 732 643 936"></div> <div data-bbox="496 969 604 986"><p>PUMA Liga Sock</p></div> <div data-bbox="500 1005 581 1159"></div> <div data-bbox="233 1243 338 1296"></div> <div data-bbox="415 1233 724 1302"><p>SOCCER SHOP MARCA PERSONAL</p></div> <div data-bbox="803 1243 906 1296"></div>	<div data-bbox="942 225 1078 358"></div> <div data-bbox="966 386 1049 1239"><p>WARM-UP OPTION</p></div> <div data-bbox="958 1258 1060 1305"><p>\$90</p></div>	<div data-bbox="1143 275 1336 292"><p>PUMA Liga Training 1/4 Zip</p></div> <div data-bbox="1103 311 1383 675"></div> <div data-bbox="1151 753 1329 771"><p>PUMA Liga Training Pant</p></div> <div data-bbox="1166 786 1315 1188"></div>	<div data-bbox="1420 225 1555 358"></div> <div data-bbox="1439 386 1522 1239"><p>BACKPACK OPTION</p></div> <div data-bbox="1431 1258 1534 1305"><p>\$43</p></div>	<div data-bbox="1613 598 1856 973"></div>
--	--	---	--	--	--

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 was July 15, 2020**
- 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.



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



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



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



COVID-19 Update

- NCYSA
 - Still operating under Phase 2 guidelines
 - Tentatively have Fall Classic Season start date of September 4th
- USYS National League
 - NC not participating in first 2 events
 - Decision on 3rd event will be made by 9/1
- CVYSA
 - Team Camp August 3 to 6. 6 to 8 PM
 - Team Training begins week of August 10
- Further information will be relayed to club members when we receive it.

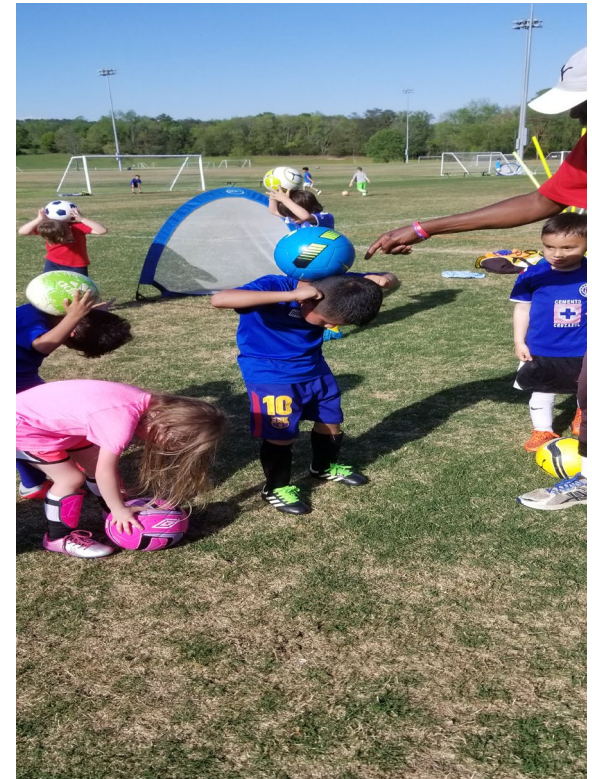
Director of Coaching Report

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



Director of Coaching Report

- Recreation Plus Status:
 - March 3rd to May 1st
 - 45 children
 - Lead CVYSA Instructors; Godwin, Matt & Jesus
 - Two Age Groups
 - Ages 10 to 13 –
 - 22 players
 - Ages 6 to 9
 - 23 players



Director of Coaching Report

■ Programs

- Autumn Blast
- Winter Training ~over 100 players involved
- Juggling Club
 - Multiple players received 50 or more touches
 - Over 10 players took advantage of the break to earn awards
- 2020 CVYSA Summer Soccer Camps
 - Team Camp – Aug. 3 – 6 @ Pepsi: 6 PM – 8 PM. \$90
- 2020 Summer Training program (STP)
 - Over 400 participants
 - Good time for the players to improve their skill & train with different players



Director of Coaching Report

2019 – 2020 Team Achievements: GIRLS

- ❑ 08 Blue G Tied for 1st in Division
- ❑ 07 G App Classic Finalist; Top 3 in Division
- 05 G Won Second Division, undefeated
- 05 G Finished Mid-Table in Premier League
- 04 G Won Premier Division, undefeated
- 04 G Qualified for R3 Piedmont League
- 04 White G formed for first year
- 01, 02 & 03 G all had strong divisional performances
- 01/02G Gatlinburg Invite Finalist



Director of Coaching Report

2018 – 2019 Team Achievements: BOYS

09 Boys

- Fielded two teams
- Blue Finished 2nd in 11UB 1st West Fall
- 2019 Autumn Blast Champions
- 2020 Southern Showcase Finalist
- 2020 Strikers Champions

08 Blue:

- Won Fall League

07 Blue:

- League Runner Up Fall
- Qualified for R3 State Playoff as top 12
- Finished 6 in R3 State Playoffs
- 2019 CSA Invite Champs
- 2019 ABT Champs

07 White:

- Puma Cup Champs
- League Runner-Up Fall



Director of Coaching Report

2018 – 2019 Team Achievements BOYS

06 Blue

- ❑ Finished Mid-Table

05 Boys:

- ❑ 2019 ABT Finalist
- ❑ 2020 Southern Showcase Champs

04 Boys:

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

03 Boys:

- ❑ Competed in R3 Piedmont League
 - ❑ Top 4 & qualified for 2020 League



Director of Coaching Report

Adult League

Fall Season had 4 Coed Teams

- Over 50 registered players
- Held first league social for finalists

Spring Season had grown to 6 Coed Teams

- Over 70 registered players
- Fall 2020 ... hope to start soon

Matt Trembley took over league management Fall 2019



CVYSA College Bound Players

- Zaira Lopez – Salem University
- Kathryn Perry- Lenoir Rhyne
- Sharon Segura - Mars Hill
- Kyle Sink - Lenoir Rhyne
- Andrei Tamas - Lenoir Rhyne
- Ivan Perez – University of Pikeville (KT)

- Jason Mejia – Piedmont University; received Conf Recognition
- Jess Lafrancis – Wingate University; Received Conf Recognition
- Abby Walker - Birmingham-Southern College; Received Conf Recognition
- Carson Hart – NCAA D3 Final Four

- CONGRATS & GOOD LUCK !!



CVYSA College Bound Players

Non-Soccer College Commitments:

- Andie Waugh - NC State
 - Abigail Mathews - UNC Wilmington
 - Emma Schenider - CCC & Tech
 - Mary Grace Neill - NC State
 - Madison Citrin - NC State
 - Nicole Hicks - NC State
 - Nicole Rhyne - Appalachian State
 - Shelby Pettit - UNC Charlotte
-
- CONGRATS & GOOD LUCK !!



CVYSA ODP Players

- '09 Alex Boureanu, Bley Phillips, Caden Racine
- '08 Kevin Nava-Zaragoza (SRI)
- '07: Addison Parker, Adrian Rojo, Carter Hessong, Connor Kahill, Connor Poovey, Dalton Henderson (SRI), Dalton Rice, Jackson Racine (SRI), John Clay, Seth Williams (SRI = South Region Invite)
- '06: Collin Buff, Mia Zulueta
- '05: Ava Hartman
- '04: Nick Burkett; Nathan Moore
- '03: Mackenzie Tonks
- '01: Shaelyn Sheaff
- '06 Josue Leal – made USYS R3 Team.
Selected for US Soccer DA with Independence



Director of Coaching Report

■ 2020 – 2021 Staff (tentative Age Group Head Coaches)

Youth Academy – Godwin Iwelumo, Jesus & Janet Garcia, Jimmy Kaup,
Marshall Frank, Matt Tremblay

U11/10 B – Godwin; Marshall;

U12/09 B – Jesus & Marshall; U12 G – Brian Jillings

U13/08 B – Godwin; U13 G – Zach Schellenberger

U14/07 B – Jesus & Kerry; U14 G – Dana

U15/06 B – Matt; U15 G – Sue

U16/05 B – Jesus; U16 G – DOC

U17/04 B – Josh & DOC; U17 G – Sue & Matt

U18/19 B – Josh; U18/00 G – Jeff Moore & Godwin

Other Key Coaches: Jake Schellenberger, Bryan Sanchez



Director of Coaching Report

■ 2020- 2021 Events

- August 3 – 6 Team Camp @ Henry Fork
- August 10th fall training begins @ Henry Fork
- August 29th Club Scrimmage Day
- September 4 First Fall NCYSA Play Day
- September Adult Fall Season
- October 18th Fall Tryouts
- November 7 & 8 Autumn Blast Tournament.
- December – 2PLAY4JOSE 4v4 Event
- December / January Winter Training & Adult Winter League
- January 20th Spring training can begin
- May 2021, 23rd Annual Galaxy Tournament



Board of Directors Elections

- New governing documents adopted
- Explain Director slots up for election
- Slate of Nominees, floor nominations
- Voting



Amended & Restated Articles of Incorporation & Bylaws

- Changes made for several reasons
 - Members did not have voting rights
 - Bylaws needed provisions for voting procedures
 - Bylaws needed major update to reflect current youth soccer environment
- Articles were filed by NC Secretary of State on 5/27/20
- Bylaws were adopted by BOD on 7/21/20



Amended and Restated Bylaws

- Three (3) Classes of Directors
 - For first election, to get terms staggered:
 - Class A – 3 year term
 - Class B – 2 year term
 - Class C – 1 year term
 - For future elections:
 - Each class will serve 3 year terms
 - Only one class comes up for election each yr.



Election of Board of Directors: Slate of Nominees

Class A		
Marcus Houston	Juliana Pedro	James Williams

Class B		
Brian Hefner	Greg Guynes	Clay Gentry

Class C		
Michael Poe	Frank Young	Zach Cox

- Are there any nominations from the floor? If so, what Class is nomination for?
- Assignment of Voting Inspectors



#BlastOn3



#BlastOn3



CVYSA...Family!



CVYSA...Family!

