



Workshop Classroom Sessions

Friday, January 17, 2020 / Baltimore Convention Center

Room 330

9:15 a.m. – 10:15 a.m.

Background Checks

- Presenter: Matt Huguenin - Sr. Director-Enterprise Sales – JDP

11:00 a.m. – 12:00 p.m.

Fundraising Strategies for Soccer Clubs and Leagues

- Presenters:
Rob Kusel - Managing Director - Cogeo
Ben Kessler - Director of Business Development – Cogeo

1:30 p.m. – 2:30 p.m.

Tips and Tricks for Better Online Engagement

- Presenter: Matt Villano – Business Development – American Eagle

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9:15 a.m. – 10:15 a.m.

Sideline Culture and Why It Matters: The Origins and Solutions to Parent Drama in Youth Soccer

- Presenter: Seth Taylor - Director of Content - Ianni Training

11:00 a.m. – 12:00 p.m.

Developing Better Athletes, Better People on and off the pitch

- Presenters:
Jason Sacks - Positive Coaching
Jerry Smith - Head women's soccer coach, Santa Clara University
Marcia McDermott - Former USWNT Coach, Team Executive and College Coach
Eddie Radwanski - Head Women's Soccer Coach, Clemson University

1:30 p.m. – 2:30 p.m.

Identity Formation in Athletes: Changing the Foundations of How Players Develop

- Presenter: Seth Taylor - Director of Content - Ianni Training

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9:15 a.m. – 10:15 a.m.

KIX Soccer Center Small Sided Soccer Center Model

- Presenter: Keith Rogers - CEO - Powerleague and Goals

11:00 a.m. – 12:00 p.m.

Sport Psychology Not Just For Athletes: The Use of Mental Training Strategies to Enhance Athlete Development as a Parent, Coach, and Club Director

- Presenter: Kaimare Laird - Director - The Performance Pursuit

1:30 p.m. – 2:30 p.m.

US Soccer Update and Development

- Presenter – Rick Eddy – Director of Referee Development – US Soccer

3:15pm – 4:15 p.m.

State Referee Development Strategies

- Presenter: Paul Scott – SRA Utah & US Soccer National Referee Coach

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9:15 a.m. – 10:15 a.m.

Journey to the Pros - NWSLPA Player Panel

- Presenters:
Jordan Angeli - moderator
Tori Huster - Washington Spirit Midfielder
Katherine Reynolds - Portland Thorns Defender
Tyler Lussi - Portland Thorns

11:00 a.m. – 12:00 p.m.

Establishing a Stronger Sense of Community within Club and Team to Increase Player Retention and Inspiration

- Presenters:
Skye Eddy Bruce - Founder - Soccer Parenting Association
Jay Howell - Sporting Director, Richmond Strikers
Tom Shields - Boys' DOC, STA
Katie Brooks - Communications Director, Alexandria Soccer Association

- 1:30 p.m. – 2:30 p.m. **Ending Abuse within Sport: How the U.S. Center for SafeSport is Championing Athlete Well-Being**
- Presenter: Eric Barreras - Training & Technical Assistance Manager - U.S. Center for SafeSport
- 3:15pm – 4:15 p.m. **Stay to Play, the Right Way**
- Presenters:
Ben Connelly - Director, Sports Experiences – Anthony Travel
Tabby Hall - Director, Sports Experiences - Anthony Travel
Ryan Conn - Manager, Sports Experiences - Anthony Travel

Workshop Classroom Sessions

Saturday, January 18, 2020 / Baltimore Convention Center

Room 330

- 9:00 a.m. – 10:00 a.m. **Safeguarding Your Organization: Understanding Soccer Insurance Coverage**
- Presenter: Dan Pullen - Program Director Sports Division - K&K Insurance Group
- 11:00 a.m. – 12:00 p.m. **Proven Case Studies on Fundraising & Sponsorships for Club**
- Presenters:
Rob Kusel - Managing Director - Cogeo
Ben Kessler - Director of Business Development – Cogeo
- 1:30 p.m. – 2:30 p.m. **Best Practices for Parent Engagement and Establishing Trust in the Club-Coach-Parent Relationship**
- Presenter: Skye Eddy Bruce - Founder - Soccer Parenting Association

Room 331

- 9:00 a.m. – 10:00 a.m. **Review of the US Youth Soccer Presidents Cup Program**
- Presenter: Will Maffit – National Presidents Cup Chair
- 11:00 a.m. – 12:00 p.m. **Review of the US Youth Soccer National Championship Series**
- Presenter: Bob Hart – National Championships Chair
- 1:30 p.m. – 2:30 p.m. **VOY! Blind Soccer, Dawn of a New Sport in America**
- Presenter: Timothy Taylor – Maryland School for the Blind

Room 332

- 9:00 a.m. – 10:00 a.m. **Developing a Positive Culture within your soccer organization**
- Presenters:
Marti Reed - Positive Coaching Alliance
Casey Miller - Positive Coaching Alliance
- 11:00 a.m. – 12:00 p.m. **Developing a Referee Mentoring Program**
- Presenter: Steve Mauricio – US Youth Soccer East Region Referee Administrator
- 1:30 p.m. – 2:30 p.m. **New models for referee mentoring**
- Presenter: Matt Buckman – US Soccer National Referee Coach

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- 9:00 a.m. – 10:00 a.m. **Club Executive Q&A**
- Presenters:
Brent Erwin - Executive Director - RSL Arizona
Jennifer Gootman -Executive Director - DC Stoddert
Scott Rodgers – Executive Director – Cincinnati United Soccer Club

11:00 a.m. – 12:00 p.m.

TOPSoccer: A State Administrator's View

- Presenters:
Ric Meana - Director of Coaching, New Jersey Youth Soccer
Tucker Reynolds - Executive Director, Louisiana Soccer Association
Rick Flores - Technical Director, New Mexico Youth Soccer
Jen Fickett - Executive Director, Ohio North Youth Soccer
Meghan Ward - TOPSoccer Program Administrator, Wisconsin Youth Soccer

1:30 p.m. – 2:30 p.m.

AIMS - Streamlined Compliance and Aggregated Data Review

- Presenter: Charlie Wund – CEO – InjureFree