

## Friday, September 29

- 4:00-8:00pm: Registration Desk Open
- 6:00-9:30pm: Happy Hour and Dueling Pianos Event: Hosted by US Youth Soccer

## Saturday, September 30

- 7:30-5:30pm: Registration and Info Desk Open
- 7:30-8:30am: Breakfast
- 8:30-10:00am: Welcome Remarks and Keynote Speaker
- 10:15-11:45am: Concurrent Workshops
  - **Building a Relationship-Rich Team Culture:** At Search Institute, we believe that all young people deserve to feel a sense of human worth and experience safety in all forms– physical, psychological, and identity safety. We have seen that while soccer can bring folks together, too many players still experience discrimination. Therefore, we believe that a key function of coaches is building relationships with and among players, and creating an inclusive environment for learning and development. In the session, we have three aims: 1) to define what intentional, inclusive, and equitable relationships look and feel like; 2) to explain the five research-based elements of relationships that help young people become the best versions of themselves, known as the “Developmental Relationships Framework;” 3) to offer practical tools and approaches for establishing and cultivating a team climate that is intentional, inclusive, and equitable for all of athletes. The overarching goal of this session is to bring together research and practice to offer coaches practical ways to support all young people in being and becoming the best versions of themselves.
    - Presenters:
      - [Nanyamka Redmond, PhD](#), Research Scientist, Search Institute
      - [Mara Schanfield, EdM, CAGS](#), Director of Design and Implementation, Search Institute
  - **Conversations with Purpose and Payoff:** Before you ask potential funders for financial support, do you know what drives their decisions? What's their motive for giving? What do they want and expect in return? How do you align their wants and needs with yours? Every answer we need is in the questions we ask. This workshop will provide insights and tools to help steer high value conversations with purpose and payoff.
    - Presenter:
      - [Dot Rhyne](#), Founder & President, Brand Talkers
  - **We can't afford to lose one more footballer: Your soccer community can be the difference!** - Over the past year, our sport community has experienced the loss of several athletes to suicide and has seen many more struggling with depression or

anxiety. With 1 in 4 players experiencing a mental disorder over the course of a year and suicide attempt rates being as high as 1 in 10 for youth, it is unlikely that anyone who coaches a team is completely free of concern about mental health challenges. There are growing numbers of sport organizations with pending litigation against them for not taking care of their athlete's mental health. The good news is that as coaches, mentors, or peers, we can make a difference – WE CAN SAVE LIVES! This session is designed to discuss protective and risk factors of sport environments, the steps that you can take to protect the mental health of your athletes and yourselves, while seeking to improve a player's enjoyment of the sport and performance. Together, we can continue to bring mental health to the forefront of sporting environments at all levels. Each participant will leave with recognition of the protective factors encouraging positive mental health present within their unique soccer community & ideas to bolster these protective factors, recognition of the risk factors for mental health challenges present within their soccer community & ideas to minimize these risk factors, and an initial action plan to better support mental health within their soccer community.

- Presenters:

- [Margaret Domka](#), Co-Founder and Executive Director, U.S. Center for Mental Health and Sport

- [Skye Arthur-Banning](#), Co-Founder, U.S. Center for Mental Health and Sport

- **Reimagining Youth Development: A Referee Opportunity**

- Today's youth soccer players strive to have the confidence, flexibility, and decision-making ability to be successful on and off the field. As competition gets more intense, the opportunities to grow and flex these skills are endless. In this session, we'll dive into an opportunity often overlooked - the referee opportunity. We'll discuss how your youngest players can transform into some of the most committed, well-rounded individuals by offering them a work opportunity designed to benefit the individual, team, and community. You'll learn how to map out a referee development path that supports your recreational program and the pipeline for certified referees for years to come.

- Presenter:

- [Daneen Goncalves](#), Founder, The Referee Advocates in Minnesota

- 12:00 - 1:15pm:

- Lunch

- 12:45-1:15pm:

- Guided Lunch and Learn

- **1:30 - 3:00pm: Concurrent Workshops**

- **Everybody Plays: Making Youth Soccer More Inclusive**

- Children who feel valued and included on a soccer team are more likely to have fun and continue in soccer as they grow up. We also understand that children display a

broadening spectrum of abilities and behaviors. This session will provide the Why and How to offer inclusive grassroots soccer programming that grows the game for all children. This includes:

- Administrative activities that encourage and attract kids with varying intellectual, emotional, and physical disabilities.
  - Coaching “Best Practices” that tailor sessions and activities to accommodate players with different behaviors, capabilities, and limitations in traditional soccer programming.
  - Lecture style learning and small breakout groups with collaborative information to be shared with the entire group.
- Presenters:
    - [Kyle Gookins](#), Owner, My College Soccer
    - David Robinson, TOPSoccer Committee Chair
  - **Fundraising Strategies from the Field: Grassroots Fundraising for Youth Organizations:** Fundraising is the single biggest challenge facing nonprofits that cannot rely on fee-based revenue models. In this workshop, learn from (and commiserate with) someone who has been through the same challenges. Andrew So co-founded South Bronx United in 2009 as a volunteer organization raising just a few thousand dollars from family and friends to give a group of boys their first soccer team. Now, the organization has a budget of \$2 million and serves more than 1,500 children and youth in the classroom, on the soccer field, and through mentoring and other individual and family services. The session will focus on how to leverage the strengths that sports-based youth development and nonprofit youth soccer organizations bring to the table while helping participants outline their own fundraising development plans.
    - Presenter:
      - [Andrew So](#), Executive Director, South Bronx United
  - **Shaping Your Community: Team Culture, Conflict, and Leadership:** It’s easy to get into routines as a longtime coach or administrator: You likely know exactly what tactics work best, how to run great practices, where you can get the best deals on uniforms, and who needs to sit where on the bus heading to games. But in addition to the physical and logistical sides of team sports, you’re also in charge of establishing a sense of community within the team. Creating a positive team culture where athletes are excited to show up for practice, can confidently navigate conflict with others, and feel secure in their unique leadership qualities takes time. You can have a huge impact on your athletes, both in-season and moving forward in the sport, if you take the necessary steps to shape the team community around them.
    - Presenter:
      - [Audrey Shaw](#), Education Lead, TrueSport

- **Soccer & Transportation Obstacles: The Last Mile:** Transportation obstacles has been impeding grassroots soccer for ages. According to the 2021 Aspen Institute State of Play report, soccer is the most expensive youth sport to play and parents have cited transportation as the biggest hindrance to their children’s ability to participate. During this session, attendees will hear from two innovative and successful models that are creatively navigating the inherent exclusive nature of the sport. The Station Soccer project through Soccer in the Streets has created a network of connected soccer fields within neighborhoods that has had profound impact. The Get on the Bus program was created as a national model of partnership to reduce barriers to entry and create a grassroots landscape that is easier to access and thrive.
  - Presenters:
    - [Tony Carter](#), Program Director, Soccer in the Streets
    - [Tim Ryerson](#), Creator, Get on the Bus
- **3:15-4:45: Concurrent Workshops**
  - **Recruiting, Retaining and Supporting Girls and Women of Color in Sports Play and Coaching :** This session will provide insights, tools, and tips on what research and practice support to help effectively recruit, retain, and support girls and women of color in sports and coaching! Drawing on years of experience with youth programs nationwide, learn keys to connect with and center girls and women in athletics contexts, while engaging boys, men, and all as allies. Come away from this interactive session with evidence-backed tips and tools for assessing programs for gender equity, and learn more about sports equity generally along intersecting lenses, of gender, race, and more. Help girls and women join the ranks of sport players and coaches for personal and community dividends that help all thrive!
    - **Presenter:**
      - [Daycia McClam](#), Director of Community Impact, Positive Coaching Alliance
  - **Principles of Partnership:** Soccer without Borders proactively works to eliminate financial, social, logistical, and cultural barriers for participants to get to the soccer field. Through an adaptable program model that weaves together the three pillars of: soccer, education and community, SWB annually serves 4,000+ refugee and immigrant youth and marginalized girls, aged 5-20. To achieve such impactful goals, they have developed and employed a partnership model and process to identify strong and like-minded partner sites. Join this session to understand a successful and intentional framework that is helping the game grow across the country.
    - Presenter:
      - [Mary Connor](#), Founder, Soccer Without Borders
  - **Creating Inclusion for Trans Athletes and Coaches:** Transgender and nonbinary athletes and coaches deserve to not only play or coach the sport they love, but to thrive! This interactive workshop will combine personal stories from the presenter's lived experiences as a transgender coach and athlete with practical steps to create

inclusive club cultures. Attendees of all knowledge levels will benefit from the tangible information, interactive activities and open forum for questions. At a time when transgender youth are hearing messages of exclusion we, as youth leaders, can heal this harm through education, conversation and community.

- Presenter:

- [Kaig Lightner](#), Executive Director, Portland Community Football Club

- **Engaging State Associations and Leveraging Soccer Specific Funding to Grow the Game**

- In the dynamic landscape of modern soccer, the growth and development of the sport require strategic collaboration, innovative funding approaches, and effective engagement with key stakeholders. This workshop aims to equip participants with the knowledge, tools, and insights necessary to drive soccer's expansion within their communities, guided by the power of state associations and specialized funding sources. This interactive workshop will provide attendees with a comprehensive understanding of how state soccer associations play a pivotal role in the broader soccer ecosystem. By establishing a strong connection with these organizations, participants will gain insights into the unique challenges and opportunities within their regions, enabling them to develop targeted strategies for growth. The workshop will delve into the world of soccer-specific funding, exploring innovative ways to secure financial support for various soccer-related initiatives. Participants will learn about grants, sponsorships, partnerships, and other funding avenues that are tailored to the sport's unique needs.

- Presenter:

- JT Dorsey, Founder & CEO, JT Dorsey Foundation, Grassroots Soccer Manager, Eastern Pennsylvania Youth Soccer Association

- Jordan Schweitzer, Executive Director, Cal South Soccer Foundation

- Manny Touron, Immokalee Soccer Pit Cobras

- Marci Tiebout, Immokalee Soccer Pit Cobras

- Gloria Faber, Executive Director, New Mexico Youth Soccer Association

- **5:30-7:00: Shuttle Service to Allianz Field**

- **7:00-9:00: Minnesota United vs. San Jose Earthquakes**

### **Sunday, October 1**

- 7:00-8:00am: Breakfast

- 8:00-9:30: Concurrent Workshop Sessions

- **Philanthropy: Successful Tactics for Funders and Operators:** Philanthropy: Successful Tactics for Funders and Operators is a session focused on providing practical information and valuable practices for all stakeholders in the fundraising and philanthropy relationship: club and organization staff and board members, individual

fundors, foundations, corporations, and government officials. Concepts and case studies will be reviewed in this session and explored from multiple perspectives.

- Presenters:
  - [Rob Kusel](#), Managing Director, Cogeo
  - [Patrick Sampson](#), CEO, Cogeo
- **A New Coaches Starter Pack:** This session will present a “starter package” of 3 essential activities for new coaches to help them thrive in both traditional and non-traditional coaching environments at the grassroots level. Presenters will emphasize how coaches can progress one activity to meet a variety of technical, tactical, physical, and social-emotional learning objectives. In small groups, coaches will have opportunities to practice utilizing coaching skills in support of the activities (e.g. planning for activity modification using constraints and autonomy-supportive coaching, creating new challenges, and checking for understanding) included in the package.
  - Presenters:
    - [Fritz Ettl](#), Assistant Professor, Athletic Coach Education, College of Education, Butler University
    - [Vince Ganzberg](#), Director of Club Education, US Club Soccer
- **The ASA Access4All Project | A Soccer Club, City, and School System Unite to Break Down Barriers to Play:** It is more important than ever for children to have access to safe play opportunities and positive adult role models outside of their households, especially for those in underserved communities. As a result, Alexandria Soccer Association (a community sports club) has partnered with the city government and the public school system to provide accessible and equitable soccer and futsal programming to kids in their community. This session will help organizations take tangible information and techniques to reduce barriers to playback to their communities. Attendees will learn how this partnership has come together to support kids with a focus on health and wellness and social-emotional learning. Furthermore, this session will highlight this partnership's effort of supporting a wide range of kids from Title 1 elementary schools to kids in both middle and high school.
  - Presenters:
    - [Jim Hogan](#), Director of Recreation, Alexandria Soccer Association
    - [Johnathan Nunez](#), Outreach Coordinator, Alexandria Soccer Association
- **Beyond Xs and Os...SEL and Soccer:** This collaborative workshop highlights the need to take a holistic approach to developing young athletes by integrating Social and Emotional Learning into soccer practices and games to build well rounded individuals on and off the field. Soccer coaching has historically been about learning the Xs and Os, but this session takes a deep dive into the importance of player care and taking a holistic approach when working with our young athletes. This session will give

attendees a better understanding of taking the deliberate approach of bringing SEL into a traditional training environment.

- Presenters:

- [Dean Arrowsmith](#), Manager, Soccer in the Community, Chicago Fire

- 9:45-11:15: Concurrent Workshop Sessions

- **Reducing the Risk of Youth Soccer Injuries - Understanding and Addressing the Factors that Matter Most:** Soccer is the most popular youth sport globally and among the most popular team sports for children in the U.S. Despite ongoing efforts to reduce the risk of injury in youth soccer, injury rates have reached concerning levels and are impacting the health of young athletes in the short term and throughout their lifespan. As efforts to increase youth soccer participation intensify, the ability to minimize the risk of soccer-related injuries becomes essential to protecting the health of this vulnerable population.

- Presenter:

- [Joseph Janosky](#), Director of Sports Injury Prevention Programs, Hospital for Special Surgery

- **Building Stronger Communities: A Guide to Interacting with Government Entities, Creating Partnerships, Obtaining Funding, and Sharing Best Practices:** The Sanneh Foundation, a non-profit organization based in Minneapolis-St. Paul, is dedicated to empowering youth and promoting equity in sports. With a focus on community engagement and development, this session is aimed at individuals and organizations seeking to make a positive impact within their communities through sports. The workshop will include a comprehensive guide on interacting with government entities, creating partnerships with organizations, obtaining funding, and sharing best practices for community development through sports. Participants will gain insights into the importance of fostering relationships with local government and other organizations to enhance the reach and impact of community-based sports programs. The Sanneh Foundation will share its experiences and success stories, and participants will engage in interactive discussions and activities.

- Robert Smith, Regional Sales Manager | Soccer Ambassador

- [Tod Herskovitz](#), Community Affiliates Program Manager, Saint Paul & Minnesota Foundation

- Heather Carrington, Executive Project & Implementation Manager

- [Tony Sanneh](#), CEO, The Sanneh Foundation

- **Coach-Mentor Blueprint:** The U.S. Soccer Foundation's Coach-Mentor Training is a sports-based mentoring framework designed to instill mentorship in coaching pedagogy. The goal of Coach-Mentor Training is to provide coach-mentors with a step-by-step approach to create lasting, positive connections, and to positively impact the physical, social, and emotional health of the youth they serve. This training is applicable across a variety of sports and youth development programming,

incorporating evidence-based practices for creating an inclusive team environment. Coach-Mentor Training is highly engaging and interactive to help coaches understand the basics of integrating mentoring into coaching, with a special focus on programming in under-represented and under-resourced communities.

- Presenters:
  - [Katlin Okamoto](#), Program Director: Coach-Mentor Training, U.S. Soccer Foundation
  - [Michael Vaughan-Cherubin](#), Senior Program Director, U.S. Soccer Foundation
- **Creative Approaches to Grassroots Growth:!** Across the country, state associations work to improve and grow the game at the grassroots level. This panel discussion will highlight ways that organizations can creatively support coaches, families, players and communities. Panelists from Let's Play, Missouri's League America and the USYS University by Etrainu will share their program initiatives and diverse approaches to growing grassroots soccer. Attendees will leave with tips and resources to start and/or enhance their grassroots work through the lens of these partnerships.
  - Presenters:
    - Brad Gieske, Outreach Coordinator & Recreational Programming, Missouri Youth Soccer Association
    - [Paul Hoon](#), CEO, etrainu
    - [Nathean Meadows](#), Director of Outreach and Grassroots, Maryland State Youth Soccer Association
    - [Tom Condone](#), Director of Sport Development, USYS
- 11:30 - 12:15: Keynote Send Off