



TOPSOCCER

WELCOME!



TOPSOCCER

Q4 TOPSoccer Quarterly Zoom

November 16, 2022

National TOPSoccer Committee



TOPSOCCER

Chair – Dave Robinson (CO)	East – Pete Bussa (DE)
At-Large (Coaching) – Rick Flores (NM)	South – Jenn DiTillio (FL)
At-Large (Marketing/Communications) – Shannon Hartinger (IL)	Midwest – Roni Andrew (WI)
BOD Representative – Thomas Sowinski (NE)	West – Sandy Castillo (Cal So)
USYS Office/Staff Liaison – Tom Condone (AL)	

Contact info: <https://www.usyouthsoccer.org/programs/topsoccer/>



TOPSOCCER

Zoom Expectations

1. Participate!
 1. PLEASE mute your microphones (until end session)
 2. Type questions in chat
 3. Ping other attendees directly if interested
 4. Slides, reference documents will be emailed
2. Respect (perspectives and opinions of others)!
3. Suggest (ideas and speakers for future Zoom calls)



TOPSOCCER

Agenda

1. Buddy, Coach of the Year Winners – Congratulations
2. 2023 National Symposium – Save The Date
3. 2022-23 Grant Program – It's Not Too Late
4. Marketing: Making It Easier To Find A Club
5. Best Practice: First Responder Events At Local Clubs
6. Disability Soccer Month – Join The Celebration

But first a few poll questions!

Initial Poll Questions!



TOPSOCCER

Congratulations Winners!



TOPSOCCER

Region	Buddy of the Year	Coach of the Year
East	Lauren Sheward – DE	Kristin Wikol - DE
Midwest	Riley Schimanski – IL	Mark Swinley - MI
South	Amie Donathon – North TX	<u>Lin Hurley - FL</u>
West	<u>Zoe Lam - WY</u>	Katie Gitthens - WY

Second Poll Questions!



TOPSOCCER

2023 National Symposium



TOPSOCCER

SAVE THE DATE(S): April 14-16 (Friday evening – Sunday Noon)

Location: St. Louis, MO - Sheraton Westport Plaza Tower (map on next slide)

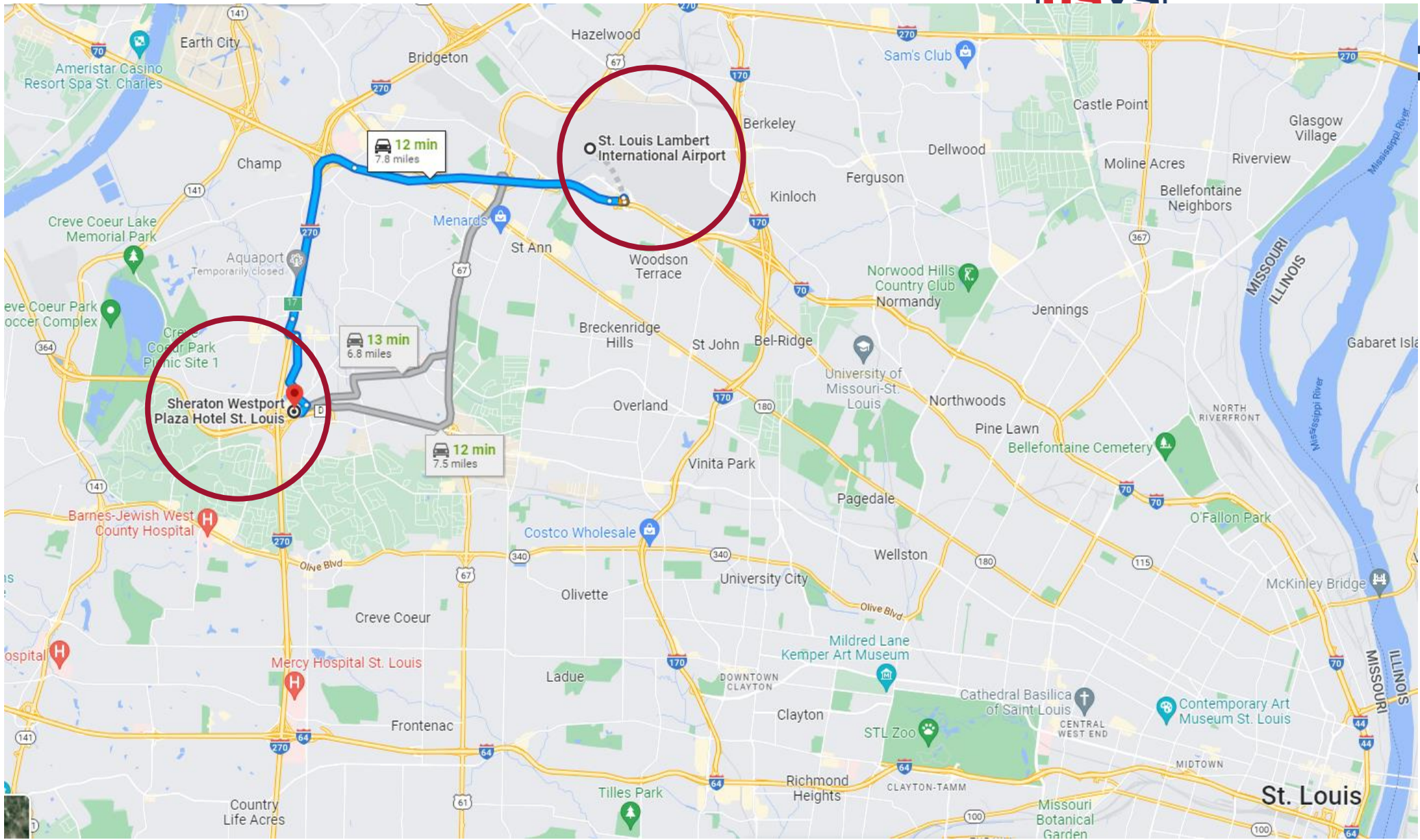
Free shuttle from airport, local dining in proximity to hotel

One attendee per state gets airfare, hotel paid by USYS – details to follow

Questions? Contact Jenn DiTillio

Agenda under development - Keynote speakers, breakout sessions

Ideas for speakers or topics? Contact Roni Andrew



Third Poll Questions!



TOPSOCCER



TOPSOCCER

Grant Program 2022-23

- The Grant program is still open
- Last day to complete the online grant form is December 1
<https://fs23.formsite.com/USYS/uwtp0hopuw/index.html>
- Committee will begin contacting state associations to check on local program qualifications in December, and will meet in person to finalize grant awards in January
- NOTE: 2021-22 Grant awardees who have NOT sent in an actual expense report are NOT eligible to apply

Sample Grant Expense 'Report'



TOPSOCCER

Item	Data Entry
Organization:	(name)
Level:	State Association or Local Club
Region:	East or South or Midwest or West
Grant Amount:	\$ (actual)
Stated Purpose:	(From application, brief description from 'purpose' column in master spreadsheet)
Actual Use:	(Narrative with how the funds were actually used)
Funds Spent:	\$ (actual – total)
Funds Detail:	(Provide table with the following detail: Vendor, Items Purchased, Quantity, Total \$ - see below)

Vendor	Items Purchased	Quantity	Total \$
Score	Balls/pinnies	40/20	\$300.00
Bownets	Goals (5x8)	2	\$625.00
Amazon	Electric pumps, sensory items	20	\$345.68
Dollar Tree	Pool noodles	60	\$125.00
Walmart	Pull wagons	4	\$200.35
Actual Funds Spent:			\$1,596.03

Finding A Local TOPSoccer Club



TOPSOCCER

Goal: Make it easier for parents to find a local club

Method: Rely on state association TOPSoccer website with list

Issue: Not every state association website has a list of local programs

Stopgap: Link to state TOPSoccer page without list

<https://www.usyouthsoccer.org/topsoccer-state-clubs-map/>

Best Practices: First Responders at TOPSoccer



TOPSOCCER

Sandy Castillo

- Describe event, how it was developed, implemented
- Benefits for athletes, parents, Buddies
- Benefits for first responders
- Tips on how to start the process in your community



December: Disability Soccer Month



TOPSOCCER

Introducing Xander Elliott, TOPSoccer Ambassador!

- Started his soccer career at age 5 in Washington state
- Moved to Arizona and is now 13
- Enjoys being with friends and Buddies!
- Likes to score goals! Gets to run fast!
- Favorite activity: move and shoot

Look for more on Xander (and his dog Atticus) on social media



Disability Soccer Month Events



TOPSOCCER

‘Professionals’ Event – 12/7 (W)

- 5:00 PM PST/8:00 PM EST
- Information on Disability Soccer Organizations (DSOs) – national teams, grassroots members
- Coaches, referees, business people as guest speakers

‘Athletes’ Event – 12/10 (SA)

- 12:00 PM PST/ 3:00 EST
- Ambassadors, former players as guest speakers (Xander)
- National map of programs (Thomas)
- Breakout rooms for each DSO

Links to events will be forwarded to everyone!



TOPSOCCER

Hot Topics/ Open Mic:

1. TOPSoccer athlete certificate program
 - Are there any volunteers to lead this effort? Contact Dave Robinson
2. Marketing Plan
 1. Goal: Increase awareness amongst select constituents (educators, medical professionals, parents) who may not be familiar with the TOPSoccer brand, concepts
 2. Method: Develop pro-active plan to attend non-soccer events, supported by social and traditional media and including speaking engagements, trade show presence
 3. Interested in helping develop the plan? Have a marketing background? Contact Dave Robinson
3. Other Ideas or Topics?

THANK YOU FOR ALL YOU DO!



TOPSOCCER