



President Glenn Montgomery's address to the members of the NSD Soccer Club Annual General Meeting held June 25<sup>th</sup>, 2009 at the Lake Bonavista Community Centre, Calgary Alberta.

Good Evening Ladies and Gentlemen, members and special guest, what an incredible first year the NSD Soccer Club has had. Tonight I would like to cover off five areas of focus for the Club in our 2009 / 2010 operating year.

1. Volunteers
2. Membership
3. Program Delivery
4. Fiscal Responsibility
5. Rewards Program

### **Volunteers**

Across Canada there are over 23 million Canadians or 84% of the population 15 years or older who made a financial contribution to charity (2007 Canadian Survey of Giving, Volunteering and Participating (CSGVP)). The financial dollars raised was over \$10 billion with 46% donated to Religious Organizations, 15% to Health Organizations and 10% to Social Services Organizations. The top 10% of Donors accounted for 62% of the total dollars donated.

On the volunteer side almost 12.5 million Canadians or 46% of the population volunteered. The problem here is that number has not changed since 2004 and the volunteer pool grew by 5.7%. Approximately 2.1 Billion hours or the equivalent of 1.1 million full time jobs were donated, with the top 25% accounting for 78% of the volunteer hours donated. The good news is the sporting and recreational programs received the most benefit from those hours followed by social services, education & research then religious organizations.

Volunteers are an "effective asset" in the organization of sporting events in every corner of the planet. NSDSC realizes their input does not stop at the performance of tasks, or the provision of services; it extends to the creation of the cultural and social conditions for sports and other community movements to thrive, it extends to the development of partnerships and social networks that are key to the growth and welfare of our community. As the individual I warmly call my brother and friend reminds me "We teach our players Life Skills, soccer is the platform they choose to use.

Together we should pay tribute to the irreplaceable role of our volunteers in fostering good sportsmanship, nurturing the development of our athletes and strengthening our club and recognize sports volunteerism as a movement of tremendous significance within the context of Canada's greatest City ... Calgary.

## **Membership**

Firstly on how the economy is affecting the NSD Soccer Club ... we have been very clear to our strategic partners, that we are not immune from what's going on out in the Calgary and Canadian market place. There is a tremendous amount of uncertainty, and uncertainty clearly breeds fear. First we addressed what is happening to our business partners. They are all going through difficult times. Some have, obviously, have arrangements with the club that are significant financial commitments and they are being stressed. We hear from them regularly and it is important to the club on how we manage through that. Clearly, our members are the most important thing to the NSD Soccer Club. We recognize there is less disposable income out there ... can our Members continue to afford to enroll their children in this wonderful game of ours or to any other program? The good news for the club is that we have a tremendous product, best in class technical staff and people want to continue to be associated with that. ... There is a flight to quality in times like this. We want to continue to remind our members "price is what you pay – value is what you get". We believe very firmly that in times like this the NSD Soccer Club can become a very extremely valuable escape for our members.

On attracting members to our club during the economic crunch: We are going to have to work harder, be more creative, and offer extended terms to all our members to allow them to try to get through this kind of difficult cycle. It has been said Sports is the greatest show on Earth, it has the power to unite nations. It has the power to add unbelievable depth in character, to relationships ... and I, for one, believe that sports has never been more important, then in times like these ... family bonding opportunities at the soccer pitch memories to last a life-time.

## **Program Delivery**

The members of NSD Soccer club are entitled ... no they demand true transparency in operation of our soccer programs. It was the Board of Directors' initial focus in our first year find the appropriate Individuals to guide and develop the premier soccer program in Alberta. The club's first General Manager ... Shaun Lowther and his best in class Technical Directors Troye Flannery, Jamie Pollock, Jorge Molina and along with one of Canada's leading athletic training providers National Sports Development (NSD) ensure every possible developmental program is available to our youth players. In addition NSDSC has retained the services of staff coaches for all age brackets and skill specific technical trainers of our academy and in-house training programs and developmental camps.

The Club's resolve in the area of Program Delivery is entrenched in our Mission Statement:

The NSD Soccer Club is “Committed to Excellence” by providing an environment to capture the fun, sportsmanship and skill development of the game of soccer for all of its members to the best of their ability. Our motto “Soccer for Life” can be achieved through a systematic approach based on age and gender specific objectives in accordance to our “Long Term Player Development” model (LTPD).

The NSD Soccer Club is athlete centered. It believes that all players, regardless of level of play, deserve the opportunity to enjoy the game of soccer and develop to his or her desired level of ability and level of competition. The underlying purpose of the NSD Soccer Club is to provide a fun, development focused environment that keeps players playing.

NSD Soccer Club believes that players develop and enjoy their soccer experience when they play. Equal playing time is a goal of the coaches for all Community House League and Inter-Community League teams. Fair or earned playing time is strived for by the coaches of all CMSA Competitive and Premier Teams!

We are working together towards building a better future – today’s performance and today’s scores are not as important as demonstrating patience and promoting correct player development!

Playing well goes beyond winning all the time – do not be afraid to lose, good players make a great team, and that makes for optimal results. Developing technique and inspiring creativity are our top priority – our youth program will support players to be masters of the ball.

### **Fiscal Responsibility**

Wherever you turn these days, there is no escaping the talk of financial doom and gloom. From newspaper articles to television news reports, from politicians and economists to the general public, the economic downturn and its impending consequences are on everyone’s minds and lips.

Over the past six months in preparation for the AGM the club has undertaken a complete financial review by the club auditors, along with an internal spending reconciliation in the soccer program at NSD, and a detailed review of the clubs’ budget process the Finance Committee under the stewardship of Frans Jonkers, the financial well being of the club is our central focus. During these tough economic times the direction of the clubs’ Board of Directors and more specifically the Finance Committee will focus in two categories - margin and mission. The margin side of the club is all about financial matters. The mission side of the equation is about actions to be taken that relate to the mission statement, values and overall approach of the NSD Soccer Club.

On the margin side of things, the Club has addresses the following:

Contingency budget – the club has been proactive in planning for potential cuts by developing budgets that assume at least a 10% reduction in funding. In this way the club will be as well positioned to react when funding and membership numbers contract.

Watching your money – the finance committee holds a monthly meeting with key staff to review revenues and expenditures. Any variance of 10% or more will be carefully analyzed and action steps spelled out to address problems. The club will be fiscally responsible and operate within budget.

On the mission side we have spent time developing an outcome driven culture and a focus on maintaining financial health. An outcome driven culture is one in which the club establishes clear outcome goals, gathers data on how they are being achieved, changes behavior based on the data and rewards those who achieve the best outcomes. The club has positioned Director Barb Hamilton who will work along with Lynsey Wilson-Wight on Grants, Endowments and other third party sources of funding for NSD Soccer Club.

On the external side, the NSD Soccer Club will be collaborating with NSD Soccer Association, advocating for appropriate policies with government, working with businesses and engaging individuals. In essence, the NSD Soccer needs to be an active participant in every sphere of influence. The addition of Vern Gerhardt to our Board of Directors gives us both political and corporate sponsorship opportunities for new funding sources.

## **Reward Program**

Calgary Minor Soccer Association and its 54 members choose to operate on an open boundary format. This means that parents have the opportunity to relocate their youth player after one full season with the club they first register with.

One of the biggest challenges for the club is not on how to get members to sign with the club – it is how to get our members not only coming back but making them ambassadors' for our club. To achieve that goal, the NSD Soccer Club is going to build a membership loyalty program that will not be focused on gimmicks, promotions or even price points. Our Tangible Reward Program is simply a matter of finding ways to say "thank you" to our members for the opportunity to provide a positive soccer experience for your child.

The NSD Soccer Club rewards programs, which can range from free team equipment and apparel, to training sessions and tournament fees, from special

coaching clients to college and university evaluation camps. The Rewards will fit the needs of the successful team and/or individual applicant.

The goal of our membership appreciation-based Reward Program is to make each member feel special every time they interact with the NSD Soccer Club.

When does it start, tonight for every team that has a representative here at the AGM they will receive credit in their special Reward Team account. Further details will be placed in the manager kit for Indoor Registration and guidelines will be posted on the clubs' web site.

In closing, the NSD Soccer Club has a great program. The club is one of eight sporting programs in all of Canada that operates as a private public partnership, That does not make us better or worse than other programs it just makes the NSD Soccer Club unique in Western Canada. Board of Directors, coaches, members, and players will change over time, but OUR Club will stand the test of time because the really good members that care for our Club and the youth on the pitch in everyway far out number the members that have agendas that do not involve the youth players of our club first.

Thank-you