



NSD Soccer Club 2009 Year end address ...

This past year has been a very important one, not only for NSD Soccer Club and our members, but for the entire world. The financial turmoil that began in mid-2007 deteriorated into a full-scale global financial crisis through 2008 and 2009 and has been defined by numerous challenges and growing economic pessimism. But regardless of the uncertain economic outlook, the NSD Soccer Club, along with our affiliates, continued to advance and advocate for our members and for the public interest in this wonderful game of ours. It is with great resilience and soundness that the NSD Soccer Club continues to grow and prosper; and the club has been consistent and sustainable in the performance of its duties to the soccer program. The Board of Directors, along with the best in class support staff and our members have been proactive during the economic crisis, offering our members and more importantly our players' innovative solutions and practical support during these difficult times.

The recession has regrettably affected not only many Canadian families, but government funding and the generosity of many Canadian businesses as well. The NSD Soccer Club is fortunate that by remaining prudent in our strategic financial planning process, the club has continued to enjoy an extremely solid financial position. That being said, the club will need to continue employing a financial strategy predicated on first, a user pay proposition followed by reducing our variable expenses and replacing them with a fixed expense formula measured against revenue generated. Overall, the NSD Soccer Club continues to provide tremendous value and technical expertise to our soccer program, proving yet again that a successful soccer program is not just about the numbers of players or wins, it is found in delivery of a quality soccer program.

Each year in my annual address I take a moment to exam our on field performance this year I have titled it "Parental Support - The Key to Peak Performance".

The role that parents play in the life of a soccer player has a tremendous impact on your child's experience. With this in mind, we have taken some time to write down some helpful reminders for all of our parents as we approach the second

half of our indoor season. If you should have any questions about these thoughts, please feel free to discuss it with your teams' coaches.

Let the Coaches coach: Leave the coaching to the coaches. This includes motivating, psyching your child for practice, after game critiquing, setting goals, requiring additional training, etc. You have entrusted the care of your player to these coaches and they need to be free to do their job. If a player has too many coaches, it is confusing for them and their performance usually declines.

Support the program: Get involved. Volunteer. Help out with fundraisers, car-pool; equipment return, anything to support the program.

Be you child's best fan: Support your child unconditionally. Do not withdraw approval when your child performs poorly. Your child should never have to perform to win your approval. Support and root for all players on the team: Foster teamwork. Your child's teammates are not the enemy when they are playing better than your child; your child now has a wonderful opportunity to learn.

Do not bribe or offer incentives: Your job is not to motivate. Leave this to the coaching staff. Bribes will distract your child from properly concentrating in practice and game situations.

Encourage your child to talk with the coaches: If your child is having difficulties in practice or games, or can not make a practice, etc., encourage them to speak directly to the coaches. This "responsibility taking" is a big part of becoming a big-time player. By handling the off-field tasks, your child is claiming ownership of all aspects of the game - preparation for as well as playing the game.

Understand and display appropriate game behaviour: Remember, your child's self esteem and game performance is at stake. Be supportive, cheer, and behave appropriately. To perform to the best of their abilities, a player needs to focus on the parts of the game that they can control (their fitness, positioning, decision making, skill, and aggressiveness, what the game is presenting them). If they start focusing on what they can not control (the condition of the field, the referee, the weather, the opponent, even the outcome of the game at times), they will not play up to their ability. If a child hears a lot of people telling them what to do, or yelling at the referee, it diverts their attention away from the task at hand.

Monitor your child's stress level at home: Keep an eye on your child to make sure that they are handling stress effectively from the various activities in their life.

Monitor eating and sleeping habits: Be sure your child is eating the proper foods and getting adequate rest.

Help your child keep his priorities straight: Help your child maintain a focus on schoolwork, relationships and the other things in life beside soccer. Also, if your child has made a commitment to soccer, help them fulfill their obligation to the team.

Reality test: If your child has come off the field when their team has lost, but they have played their best, help them to see this as a "win". Remind our players that they are to focus on "process" and not "results". Their fun and satisfaction should be derived from "striving to win". Conversely, they should be as satisfied from success that occurs despite inadequate preparation and performance.

Keep soccer in its proper perspective: Soccer should not be larger than life for you. If your child's performance produces strong emotions in you, suppress them. Remember your relationship will continue with your children long after their competitive soccer days are over. Keep your goals and needs separate from your child's experience.

Have fun: That is what we will be trying to do! The passion our coaches and Technical Directors team strives to impress upon our youth players is trying to challenge your child to reach past their "comfort level" and improve themselves as a player, and thus, a person. We will attempt to do this in environments that are fun, yet challenging. The NSD Soccer Club looks forward to this process. We hope you do to.

Now let us look ahead to 2010 ...

The Board of Directors of the NSD Soccer Club seeks your input. We have a couple of issues we need to address and both are time sensitive.

First we would like to get your views and suggestions on club apparel. Over the past two seasons the NSD Soccer Club has been attempting to formalize a long term strategic relationship with Adidas and their Canadian Suppliers. The reality for Adidas is the Canadian Market place is a small component in their global operations and the NSD Soccer Club is too large for a single Canadian Supplier to inventory the items the club requires on a timely basis. The solution ... the club General Manager Shaun Lowther has short listed several suppliers who are ready to commit to maintaining inventory levels acceptable to our program. This provides us with a unique opportunity for you our members to help the club choose a new jersey and design from a manufacturers open inventory selection. There will be no change in our primary colour combinations of white and black and we are now introducing red, but style is completely open subject to the manufacturer's stock selections. We will post later in January a number of the manufacturers options on the web site for your consideration, and the winning submission (a random draw if more than one team selected the winning entry) will receive a team prize to be announced by your Board later in the month.

Start, Stop, Continue

This year your Board of Directors is seeking your input by asking what you would like to see the NSD Soccer Club, START, STOP, and CONTINUE. This type of information is extremely valuable to the club as we continue to plan for the future. In January your Board of Directors will be attending games at the Subway Soccer Centre and have a brief questionnaire that we would ask you to complete. In the past we have relied on our Coaches and Managers Meetings and the Annual General Meetings but in all three venues we have experience time constraints so gathering your thoughts via emails and surveys has become our primary source of discovering what you our members are thinking.

We know there are questions and concerns out there but the club also knows there are ideas and solutions. This is a great way for your club to gather both the questions and concerns but also the club can look at how we can positively address those issues and concerns, as together we jointly build a better soccer program. Please take a few moments to share your ideas with a member of your Board of Directors. If you have a real concern or beef, please share it with us. Give us your solution as well! We value your input.

On behalf of your Board of Directors of the NSD Soccer Club our success has been achieved because of the tireless efforts of our staff, our coaches and wonderful volunteers, we thank you all and have a great 2010.

Glenn Montgomery
President
NSD Soccer Club