

# The Goal Post

March 1, 2007



## Our Purpose

We just wanted to welcome you back from your winter holidays with a reminder of the reason we join together: the kids! The Board has spent considerable time over the past few months crafting the framework to support and nurture the development of WWPSA's players and give them what they're looking for, no matter their interest or skill level.

Here's some of what we've worked on:

### **WWPSA's Mission Statement**

The mission of the West Windsor Plainsboro Soccer Association is to provide youth and adults the opportunity to play instructional and competitive soccer at the highest level commensurate with their ability, potential and interest.

### **WWPSA's Vision Statement**

WWPSA aims to provide soccer players of all ages within West Windsor, Plainsboro and the surrounding townships with the structure and organizational support to effectively deliver soccer programs, activities and events. We will proactively monitor our programs to flexibly and creatively meet our constituents' needs and provide innovative options to help challenge them and instill both soccer and character skills to last the rest of their lives.

(continued on next page)

## Welcome to our New Directors!

Congratulations to Michael Dunham on his election as the 2007 Director of Travel Soccer! Mike was elected during the February 6<sup>th</sup> Board meeting and brings a welcome attitude and perspective to the Board.

In addition, Jaime Harris and Lisa Carlucci were elected during our Annual General Meeting to serve as the Directors of “Youth Protection and Sportsmanship” and “Community Relations, Publicity and Events”, respectively. Welcome aboard, everyone!

We’d also like to welcome Maryann Lewis as our Sponsorship Coordinator!

## Spring Rec Registration is Open

Our registration system is now accepting applications for our highly successful Spring Rec program.

Two programs will be held at Zaitz Field, starting on Saturday April 14 and ending on June 23. Pre-K will be offered at 9:00, 10:15 and 11:30 am, while K-8 will be offered at 9:00 and 11:30 am.

Sign up today! Late fees of \$25 per player will be added to all registrations beginning April 7. [Click here](#) for more information.

(“Our Purpose”, continued from previous page)

## WWPSA’s Core Values / Guiding Principles

- Fun
- Education
- Participation
- Skill-building
- Competition
- Teamwork
- Camaraderie
- Integrated programs
- Safety
- Community
- Sportsmanship
- Exercise
- Activities for all ages
- Balance team and player
- Self-esteem and confidence

As a result of these efforts, we’re exploring several initiatives based on your feedback from last year and the direction we believe will most benefit the kids:

- Leverage our significant purchasing power to form a strategic alliance with a single apparel manufacturer to maximize the value we receive from that relationship
- Schedule separate seminars for Parents and Coaches to promote a greater knowledge of the Rules of the Game and improve on-field behavior
- Provide additional training opportunities for Rec coaches throughout the season, including how to best utilize Big Brothers / Big Sisters
- Expand the Summer Camps to offer more flexible options
- Introduce a Winter Rec Program
- Develop more of a “one club” culture by identifying a unified training program that teaches our kids the skills they most need to play great soccer from the youngest ages on up
- Introduce uniform and apparel kits that promote our team and club culture and foster a sense of community

## What’s Next?

There’s much left to be done, including:

- Defining the Action Items to address gaps between where we are and where we want to be
- Realigning our resources’ assigned roles to better serve the interests of the entire association
- Further defining our budding relationship with PUMA (see next article for more details).

With all that’s going on we’re going to lean on our volunteers as much as ever, so please, please volunteer to help wherever you can, whether you can spare an hour a day or an hour a month, everything matters!

## Summer Camp Registration is Open

We've opened registration for our Summer Camp program! Bigger and better than last year, we're expanding our Summer program for Rec soccer players to offer three distinct sessions: June 25-29, July 16-20 and August 6-10. Each session is organized for age-appropriate instruction and games. Age groups are: 3 - 5 years, 6 - 10 years and 11 - 14 years. [Click here](#) for more information or to register.

[www.wwpsa.org](http://www.wwpsa.org)

## Want to become a Certified Referee?

The Mid-New Jersey Youth Soccer Association is hosting a referee certification course from March 31 – April 2. All WWPSA Recreational Soccer teams from 3rd grade and up use paid local referees to officiate games, so there are plenty of opportunities for your kids to make some extra cash by participating in a game they love! [Click here](#) to learn how to sign up.

# WWPSA Takes a Giant Leap forward with PUMA

WWPSA is continuing its strong momentum as one of the leading soccer clubs in New Jersey and the northeast United States by forming a strategic alliance with PUMA, a global leader in sports apparel, equipment and services.

More than just simply a uniform and accessories provider, PUMA can bring much-needed and valuable expertise to WWPSA via its other partner clubs throughout the U.S. and its experience working with developing clubs like us. We plan to leverage this budding relationship to improve both the quality of our programs as well as the soccer experience for everyone in the club. We will be furthering this relationship through our local equipment provider, Ewing Sports Center, who will help us get everything we need to improve the quality of play and level of enjoyment of soccer within the WWPSA.

To celebrate with our newfound friends from PUMA, here are some of the events we are planning for 2007:

- 13th Annual Sunburst Tournament (June 2-3) - PUMA will heavily participate in helping us market the tournament and provide support during the tournament, including field preparation, entertainment, giveaways, tournament-only discounts and a PUMA-sponsored professional soccer player appearance for the trophy presentation.
- WWPSA / PUMA Kickoff Day (June 9 (June 10 Rain Date)) - PUMA will bring the "PUMA Hummer" and a stockpile of unreleased equipment for the kids to try out in a day of pure play at WWCP. Other equipment will be available for purchase at WWPSA-only discounted prices. Travel players will also try on their new PUMA uniforms to ensure proper sizing.
- Rec Uniform Sizing (July / August) - to ensure that uniforms will fit properly, PUMA will come to us for a Sizing Day with cases of sample uniforms so that everyone can make sure they get the uniform that fits them best for the Fall 2007 season.
- Summer Camps (June – August) - to continue our initiatives to provide our kids with the training they want, we will be working with PUMA to expand the summer clinics from 2006 to include more training variety and more flexible times.
- 3v3 Tournament (TBD) - still in the early planning stages, we are reviewing the possibility of staging a 3v3 tournament in the fall that will give the kids another opportunity to go out and enjoy the game in a fast-paced, high-scoring format.

## Coaching Corner

If you're interested in gaining even more valuable experience to help you plan practices that develop real skills in your players, consider earning your F-License, which is required to coach Travel soccer. WWPSA reimburses all coaches who elect to take the course, which can have a measurable impact on your effectiveness as a coach. [E-mail](#) our Director of Soccer Development if you have any further questions about upcoming training dates.

## Upcoming Events

Mar. 15: Board Meeting,  
WW Library, 8 pm

## Lose Something?

Our online "Lost & Found" site has accumulated 20 items either found or lost during WWPSA games this fall alone, so [click here](#) to view the list and see whether you recognize any of the items. Please help our players reunite with their lost clothing and equipment! We hope you find what you're looking for!

# Sunburst 2007 is Coming!

Registration for the Sunburst 2007 Tournament is now open! WWPSA is proud to present the 13th Annual Sunburst Tournament on June 2-3, 2007 for over 200 boys' and girls' Travel soccer teams from all over the northeast U.S. Our online registration system is ready to take U-08 to U-16 teams' registrations, and we've already seen a flurry of activity since we opened registration earlier this month. All teams are guaranteed 4 games at Mercer County Park over the weekend.

As previously announced, PUMA will be playing a significant role in the tournament this year as we kick off our strategic alliance together. Here's a list of what we're planning:

- Inflatable PUMA Cat tunnel
- PUMA Hummer to provide entertainment and giveaways
- PUMA-sponsored professional players to sign autographs and hand out trophies
- Tournament-only discounted merchandise, including t-shirts, flannel pants, balls and more.

In addition, we're working with local vendors to provide concessions at all complexes, so this year's event will be bigger than ever! We could sure use your help! [Click here](#) to e-mail Jacqueline Stein and Diane Kooker, the Sunburst Tournament Co-Directors, if you're interested in participating in this terrific event. Remember: all proceeds from Sunburst are allocated for improving WWPSA facilities, so we need all the help we can get!

## What's Next for Facilities

We're hoping that the warm winter will help the new sod grow strong roots on WWCP Field # 2 and the South Post Road field at Conover Park. Both of these fields will remain closed until April at which time we hope to reopen them on a very limited basis to test the new turf during the spring season. These fields will be fully operational by the fall as lit high-quality practice and game fields.

Have you seen the team benches at WWCP Field # 1? This game-only field that we opened for the Fall 2006 season is growing in nicely and is available by request only for games. This type of high-quality field is indicative of what we're hoping to achieve throughout our facilities inventory by providing our players with the facilities to help them play their best. Once the weather breaks, we'll also construct the spectator benches and signage that is ready!

Just more examples of how we're working hard to improve the facilities for all WWPSA participants!

## What's Going On?

The new Director of Rec Soccer is working with our Director of Soccer Development to prepare for Spring Rec and Summer Camps.

Our new Director of Travel Soccer is working with the Travel Executive Committee to prepare for the coming spring season and for the Sunburst Tournament.

The Director of Adult Soccer is preparing for the spring season and ordering equipment for the fall.

The Director of Merchandise is working with PUMA to order new merchandise for sale via our website.

Our volunteers are preparing to set up equipment bags for Spring Rec.

Our Webmasters are working with Travel coaches to roll out the new Travel Team Pages, including Player Profiles to help our graduating players showcase their skills and bios to college coaches.

# WWPSA Alumni Spotlight

## Stephanie Lally named NCCAA / NSCAA Division II Women's Soccer All-American Team

Stephanie Lally, a former WWP Riptide player and 2006 graduate of WW-P North was named to the NCCAA / NSCAA Division II Women's Soccer All-American Team. In addition, Stephanie was named to the NCCAA Soccer Championship Series Division II Women's All Tournament Team. [Click here](#) to read about her team's march to the championship. Congratulations, Steph!



## Paul Hase Honored

Paul Hase acted as the Sunburst Tournament Director from 2003 – 2006 and championed a tremendous team of volunteers to help make Sunburst an unqualified success. Paul's dedication was recognized during a brief ceremony with the Board of Directors in late 2006. We wish Paul well and thank him for his efforts, as well as his help in transitioning responsibility for the tournament to the new Co-Directors, Jacqueline Stein and Diane Kooker.



### Useful Resources

#### Registration System:

<https://ssl.demosphere.com/WWPSA>

#### Field Maps:

[www.wwpsa.org/facilities/index\\_e.htm](http://www.wwpsa.org/facilities/index_e.htm)

(continued from previous page)

Our Director of Youth Protection & Sportsmanship is working to ensure all of our volunteer coaches, paid trainers, Board of Directors and Travel and Rec program leadership are screened for the coming spring season using our background check service.

Our Director of Fundraising is working with Graham Pelton to collect surveys and conduct interviews with our parents.

### What's "offsides"?

Ever wonder why the referee blows his or her whistle and stops the play due to "offsides"? Offsides is one of the most confusing rules in the sport of soccer, so we've created an article on our website to provide a simple explanation. [Click here](#) to find out more.

### Have Questions? Try our FAQ Page

Our [Frequently Asked Questions](#) page is regularly updated based on the questions you ask most frequently, so please check it out; we think you'll find it helpful!

[www.wwpssa.org](http://www.wwpssa.org)

# WWPSA is Growing and Needs Your Help!

By offering year-round programs and activities that meet the diverse needs of our families, WWPSA is growing quickly and needs to fill several volunteer positions so that we can continue our mission of providing safe, fun soccer activities for our area residents. Won't you please help? The time commitment is less than you think, but the results can make all the difference in the world! Please e-mail [volunteer@wwpsa.org](mailto:volunteer@wwpsa.org) with the position that interests you.

## Insurance Coordinator

The Insurance Coordinator will proactively work with the various program directors to ensure that our current insurance coverage meets our needs and will help develop consistent guidance for our association to follow regarding permitted programs and activities. Insurance industry experience preferred.



## Fundraising Volunteers

WWPSA is about to embark on an unprecedented fundraising campaign and needs to gather volunteers to help make calls, draft marketing materials, gather information, conduct research, etc.



## Coaching Clinics Coordinator

The role of Director of Development is being split into three separate roles to better serve the needs of our coaches and players. This position will work with the Directors of Recreational and Travel Soccer to determine the needs of their coaches and ensure that we provide our coaches of all skill and experience levels with the guidance they require to effectively teach the game of soccer to our kids.

## Useful Links

[WWPSA Home Page](#)  
[Recreational home](#)  
[Travel home](#)  
[Adult home](#)  
[Sunburst Tournament](#)  
[Training home](#)  
[Referees home](#)  
[Directions and Facilities](#)  
[The Goal Post](#)  
[Club Policies](#)  
[Rec Lost and Found](#)  
[Rec Photos](#)

## Contact Information

Please use the appropriate method to contact us for the fastest response:

### E-mail

Rec: [rec@wwpsa.org](mailto:rec@wwpsa.org)  
 Travel: [travel@wwpsa.org](mailto:travel@wwpsa.org)  
 Adult:  
[adultsoccer@wwpsa.org](mailto:adultsoccer@wwpsa.org)  
 Sunburst:  
[sunburst@wwpsa.org](mailto:sunburst@wwpsa.org)  
 Training:  
[training@wwpsa.org](mailto:training@wwpsa.org)  
 Registration:  
[registrar@wwpsa.org](mailto:registrar@wwpsa.org)  
 Photos:  
[photos@wwpsa.org](mailto:photos@wwpsa.org)  
 Merchandise:  
[merchandise@wwpsa.org](mailto:merchandise@wwpsa.org)  
 Equipment:  
[equipment@wwpsa.org](mailto:equipment@wwpsa.org)  
 Facilities:  
[facilities@wwpsa.org](mailto:facilities@wwpsa.org)  
 Fundraising:  
[fundraising@wwpsa.org](mailto:fundraising@wwpsa.org)  
 General:  
[soccer@wwpsa.org](mailto:soccer@wwpsa.org)

Phone: (888) 267-8988  
Mail: P.O. Box 757  
 Princeton Junction,  
 NJ 08550

# Website Tips

Did you know that all mail-in registrations are manually input into our online registration system anyway? Did you know that all mail-in registrations and checks must be manually processed by WWPSA volunteers, thus taking their time and energy away from higher-priority tasks? Did you also know that your child is not considered registered until we receive payment, possibly delaying your receipt of important program updates?

Please consider these facts when registering for WWPSA programs and activities. We urge you to please register using our secure online registration system at <https://ssl.demosphere.com/wwpsa> and pay by credit card as your first option so that you **pay by check only when absolutely necessary**. This will save you the trouble of mailing us your information, speed up the time to register your child and will allow us to keep focused on the stuff that's really important!

## Chairman's Corner

So much has happened since our last issue of The Goal Post that I scarcely know where to begin, but here are the highlights:

- We've elected the 2007 Board of Directors and introduced some new faces as WWPSA Leadership
- We've formed a strategic alliance with PUMA and have furiously begun preparing for the 2007 seasons and activities
- We've defined our Core Values / Guiding Principles, Mission Statement and Vision Statement to clearly convey who we are and what's important to us
- We've made significant progress with West Windsor Township regarding planning for soccer facilities at Duck Pond Park
- We've opened registration for Sunburst, Spring Rec and Summer Camps
- We've launched new Travel Team Pages with Player Profiles for some of our older teams who are looking for improved exposure to college coaches
- We're better integrating the training curriculum between Pre-K, Rec and Travel to build the skills our kids need to compete
- We're working on a plan to clearly define expectations throughout the Travel soccer program
- We're discussing options for Rec-only tournaments for the fall season
- We're planning classes for parents and coaches to become better educated as to the Rules of the Game with the hope that on-field conduct remains at a high level.
- We're looking into a Winter Rec Program.

(continued on next page)

## WWPSA Board

Chairman – Justin Stein  
Secretary – Randie Brazel  
Finance – Pat Trombetta  
Facilities – Earl Deamond  
Rec – Sanjay Mandloi  
Travel – Michael Dunham  
Adult – David Boate  
Equipment – Vacant  
Merchandise – Steve Per  
Development – Paul St. Amour  
Fundraising – Marc Herold  
Protection – Jaime Harris  
Community – Lisa Carlucci  
Webmaster – Brent Nielsen  
At-large – Ken Matthews  
At-large – Bill Kramer  
At-large – Robin Dean

## Coordinators

Sunburst – Jacqueline Stein /  
Diane Kooker  
Photos – Cindy Alvarez  
Volunteers – Steve Per  
Referees – Chris Hazen  
Registrar – Brent Nielsen  
Sponsors – Maryann Lewis  
Insurance – Open

(“Chairman’s Corner”, continued from previous page)

As you can see, all this work really pushes the limits of how much time volunteers can donate to this wonderful organization, and we are now working on ways to reduce that time commitment so that the Board can focus on managing the Club, not running it.

We had over 3,000 participants in our programs and activities during 2006, making us one of the three largest soccer clubs in New Jersey. It takes tremendous support from the community to continue to not only make these programs available to you but to also deliver them at a high level of quality and success, so I thank all of you who help in so many ways to make it happen for all of us.

Thanks again for your help, and I’m looking forward to seeing many of you out on the field this spring!

Regards,

Justin D. Stein  
Chairman, WWPSA Board of Directors