

WWPSA Goal Post



WWPSA Picks Up the Pace of Technology

Over the past few months, WWPSA has pursued several initiatives that leverage technology to improve the effectiveness of how information gets to its players, parents, coaches, volunteers and other constituents. Some recent highlights include:

- Redesigned website: our website has been reorganized via tabs at the top of every page, reducing the time required to find what you need. We've also introduced new features such as calendars and photo galleries that can give the site a more useful, modern look.
- Facebook and Twitter: WWPSA now has a Facebook page where fans can sign up and share their latest news. The Sunburst Tournament is using Twitter to provide updates on what is coming to our single largest fundraising event of the year.
- RainedOut: We found a company that provides text- and e-mail-messaging services to help members stay connected and informed as to what is going on within a Club. We will use RainedOut, starting in the spring, to inform all those who sign up whenever inclement weather forces us to close facilities and cancel practices, games or other activities. This free service is paid for by national advertisers, but will also be connectable with local advertisers later in the year. This way, the news you want comes to you, instead of you having to come to the website.

[Click here](#) for more info or sign up.

New Pro Soccer Alliances for WWPSA?

The Board of Directors is engaged in conversations with the NY Red Bulls, who are completing their brand-new stadium; Sky Blue FC, the winners of the inaugural Women's Professional Soccer Championship; and the brand-new Philadelphia Union, who are joining MLS this spring. We hope to gain access to tickets, training clinics, player appearances, standing with the team on the field before games, etc. Stay tuned!

Contents

Special Interest Articles

New Technology	1
Soccer Alliances	1
Together again with Nike	2
Executive Director	2
Fundraising	2
Chairman's Corner	3
Volunteer Openings	4
Technology Tip	4

Individual Highlights

Sunburst Planning	2
Reducing Head Injuries	2
Help Bring World Cup to US	3
Spring Rec	3
New Nike Uniforms	3



WWPSA Aligns with Nike Soccer

The WWPSA Board has selected Nike Soccer to be the official brand and apparel manufacturer of WWPSA, starting with the Spring 2010 season.

Many factors were considered in the switch to Nike after three years with PUMA, including value, price, variety, quality, brand recognition and promotional support.

"We're thrilled to be back with Nike and

are looking forward to working together," says WWPSA Board Chairman Justin Stein. "The quality and variety of the Nike line will not only provide strong value for our players' registration dollars, but also continue to support and build the WWPSA brand, as well."

All new uniforms, starting with Spring Rec, will be Nike uniform kits, with a more substantial rollout in the fall with 2010-11 Travel and Fall Rec uniforms.

"Some people believe football is a matter of life and death. I'm very disappointed with that attitude. I can assure you it is much, much more important than that."

–Bill Shankly, former Liverpool Manager

Sunburst Planning Underway

Our Sunburst Tournament Directors are busy planning for the 16th Annual tournament, scheduled for June 5-6, 2010.

[Click here](#) for more information.

Remember, all WWPSA Travel teams are expected to participate, and signup is free; simply select the "Pay by check" option during registration.

Applications are due by May 16, 2010, so be sure to sign up.

Congress Seeks to Reduce Head Injuries in Youth Sports

[Click here](#) to read more to learn what your government is doing to address this issue.

WWPSA Welcomes Andy Di Duca as its next Executive Director



After a lengthy process, the WWPSA Board of Directors has hired Andrew Di Duca as its next Executive Director. Andy comes to us from the NY Red Bulls, where he most recently was a coach in their Regional Development School.

The WWPSA Selection Committee received applications from nearly two dozen candidates, many of which represented extremely strong candidates and all of which conveyed a broad range of experience in both business processes and soccer, making the decision extremely close. Let's welcome Andy to our Club and help him succeed in his new role.

Andy officially started with WWPSA on December 2, 2009, so we've begun the transition process to help Andy get acclimated to our Club and identify the most critical tasks that need immediate attention so he can hit the ground running. You can reach him at execdirector@wwpsa.org. Welcome, Andy!

Fundraising Efforts Underway

The WWPSA Board and Andy are working to identify more ways to provide value to our sponsors and have several initiatives under consideration:

- Value cards: WWPSA players and parents can purchase cards that earn discounts from local vendors, providing a boost to the local economy and a fundraising vehicle for the Club or individual teams.
- Year-End Banquet: currently being planned to follow Sunburst, we're considering inviting all of our participants to a year-end celebration and fundraising event.
- Field Signage: Duck Pond Park provides an opportunity for our sponsors to erect signage to advertise their products and services. Naming rights to the three fields at the complex are also being considered.



Chairman's Corner

New years bring new excitement, and if the first month has been any indication, 2010 is shaping up to be an OUTSTANDING year! Between transitioning our new Executive Director, Andy Di Duca, into his new role, launching an improved website, introducing new technology in RainedOut, Facebook and Twitter (for Sunburst), selecting a new apparel provider in Nike, selecting the new uniform kits for Rec, Travel and Adult Soccer, we haven't had time to do much else. But of course, the daily workings of WWPSA never stop, so we have, of course, been planning for Spring Rec, preparing our 2010 Budget, working with our trainers to improve TDA, Spring and Fall Rec, preparing for Sunburst, and much more.

We're also taking a detached look at our sponsorship program and looking for better ways to provide value to our sponsors, and we believe that you'll be pleased with what we have planned. We want our sponsors to feel that they're getting more value than their investment in our Club so that they'll come back time and time again and be willing to increase their investment next time around.

As always, we're also looking to fill critical positions, such as Spring Rec Director, KidSafe Director, Year-End Banquet Coordinator, and more, and we're in desperate need of help to assist both the Board and Executive Director. Please [click here](#) to express your interest in helping out, even if only a couple of hours a week. We need everything we can get, and know that there are smart, motivated, capable parents among our constituents, so please get involved. We're looking forward to working with you!

Regards, Justin Stein, WWPSA Chairman



Help Bring US the World Cup

[Click here](#) to visit the U.S. World Cup Bid Site where you can sign an online petition to bring the 2018 or 2022 FIFA World Cup back to the United States. You can also share your story to tell the world why the U.S. is crazy about soccer!

Spring Rec Registration

Registration is now open for our growing Spring Rec program. Players may register for the Pre-K or K-12 program at the preferred time slot, however please register quickly before all available spots fill up. [Click here](#) to access the registration system or [click here](#) to learn more.

New Nike Kits

[Click here](#) to view the new Travel uniforms, or [click here](#) to view the new Rec uniforms. Rec uniforms will be released with Spring Rec, while Travel will be released in the fall.

Next Month's Calendar

- Feb 8 – Board Meeting @ WW Library

West Windsor-Plainsboro Soccer Association

P.O. Box 757
West Windsor, NJ 08550
(888) 267-8988 phone / fax

Find us on the Web:

www.wwpsa.org (website)
<https://ssl.demosphere.com/WWPSA>
(registration)



Volunteers Needed

As we launch a new year of great soccer programs in WWPSA, we desperately need volunteers to step up in various capacities. Some of the more visible include:

- Spring Rec Director – responsible for Spring Rec program
- Goal Fest Tournament Director – organize and run our Fall Rec-only 3v3 tourney
- Sunburst Tournament Director(s) – our current Directors will step down after the 2010 tournament, their fourth, and we'll need fresh replacements for 2011
- Goal Post Editor – responsible for organizing and drafting our monthly publication
- Dir. Youth Protection – similar to WWLL's Player Agent, responsible for background checks and acting in best interests of the players

[Click here](#) to view the job descriptions or [click here](#) to express interest.

Technology Tip of the Month

Each month, we'll share with you tips for getting the most out of the technology used by WWPSA.



We'd like to introduce you to a great new service, RainedOut, which allows us to broadcast text or e-mail messages to all who sign up to receive them. Our initial trial of this service is to notify you – before you leave for the field – whenever events or activities are canceled due to inclement weather. No more checking your e-mail or calling to find out whether practice is canceled! It's free and will only be used for this purpose; your information will be kept confidential.

We're excited about it, so [click here](#) for more info and to sign up!

New Feature: We are introducing a new feature where you can submit questions to be answered in the next issue. [Click here](#) to submit your question; maybe we'll pick yours!

Board contact information:

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