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## WWPSA Annual Report

### 2009 WWPSA Quick Facts

Program participation	
Adult Competitive League	38
Adult Fall Recreational Soccer	95
Adult Spring Recreational Soccer	93
Big Brothers / Big Sisters	36
Travel Tactical & Positional Training	71
Youth Fall Recreational Soccer	1,313
Youth Spring Recreational Soccer	615
Youth Travel Soccer	375
Youth Travel Development Academy	198
	3,323

WWPSA primarily serves West Windsor and Plainsboro, New Jersey, but also claims program participants in nearby Princeton, Cranbury, East Windsor, Lawrenceville, Hamilton, Robbinsville and over 60 other towns in New Jersey, New York and Pennsylvania.

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### Chairman's Report (Chairman – Justin D. Stein)

2009 was such a dynamic year for WWPSA that it is difficult to articulate it all. Our hundreds of volunteers, from parents who fill critical roles during Sunburst, our coaches, coordinators Board members, even those who serve as the "Practice Parent" to comply with our KidSafe requirement of having at least two adults at every activity, every one of you deserves our collective gratitude. That's the most important theme we need to continue to emphasize: we are an **association**, brought together for a common purpose, and our collective efforts are essential to maintaining the high quality of soccer that we expect for our kids. We are **ALL** responsible for our Club's success, and I'd like to review some of the highlights I'm most proud that our volunteers helped realize:

- Robin Dean and Howard Rabin worked with WW Township to open a brand-new facility at Duck Pond Park, with three maximum-dimension, full-sided, fully-lit, irrigated fields. This complex will initially serve as our main practice facility, and as we continue to improve the quality of the surfaces there, we look forward to exploring the other options for this terrific complex.
- Robin and Howard also worked closely with Plainsboro Township to install irrigation underneath 2 fields at Plainsboro Community Park.
- We welcomed 206 travel soccer teams from NY, CT, PA, and NJ to our Sunburst Tournament, where we helped two members of Sky Blue FC, Christie Shaner and Julianne Sitch, meet some young fans. Under the leadership of our Tournament Directors, Jacqueline Stein and Diane Kooker, we've again realized very positive results from our single largest fundraising event.
- 54 teams participated in Goal Fest 2009, a 3v3 tournament open only to registered recreational soccer players. The rainy weather that had been forecast just skipped by and our volunteers helped everything run smoothly with lots of smiles all around.
- We continued to offer Rec players the option to re-use still-fitting uniforms from 2008 and issued a \$20 discount if they chose to do so. We work hard to provide our participants with strong value for your contributions, and we will continue to look for future opportunities.

Turnover in any not-for-profit organization is healthy as new Board members and other involved members bring their fresh ideas and energy to our programs and activities. While we wish good luck to any departing friends and are a bit sad to see them leave, we know it's for the best. As such, WWPSA's first Executive Director, Robin Dean, stepped down at the end of September after a 2-year term in the position. Robin was able to accomplish incredible feats during his time in this role and we owe him more than I can articulate here. I'll let Robin



talk more about this in his portion of this Annual Report, but I wanted to recognize his outstanding achievements and efforts on behalf of all those who wear WWPSA green and white or cheer for those who do.

One point that I learned from Robin's tenure is the need for more of us to pitch in, both in small and large ways. Our Executive Director is a catalyst, someone who can help get tasks done without having to necessarily complete them alone. We need volunteers to step forward, get involved and show the pride that we all feel about WWPSA.

While we need to recognize the efforts of our volunteers, we must also note the importance of the role served by our players' parents. You are an example to everyone on the field and hope that everyone understands just how much the players watch you and emulate you, so please be sure to represent your team and the Club in the best possible light at all times. Our actions have consequences, and we need to respect each other, referees, coaches and anyone at an activity accordingly.

Similarly, we need to all take responsibility to make sure that our facilities are safe for play. Howard and his crew go to extraordinary lengths to set up our fields for safe play, but once they leave it's up to the coaches, trainers, referees and, yes, parents, to ensure that goals are properly anchored before play begins. Please take a moment **before any activity, including games, practices or casual play** to ensure that any movable goals are properly anchored with at least 5 sand bags on the rear rail and that permanent goals have spikes driven through each side rail. If not, DON'T USE THE GOALS until someone has secured the goals. It only takes 22 pounds of force from wind or other

sources to topple a several-hundred pound goal, so be aware of your responsibility any time you or your child takes the field.

As we close out 2009, I'm looking forward to working with you in 2010 as we continue to improve across our programs. I'm happy to announce that WWPSA begun negotiations with Nike to serve as our exclusive apparel manufacturer, starting with Spring Rec and phased in over the next year to all of our programs. Nike has introduced an exciting new kit for our Travel teams in the fall 2010 season, and I can't wait to show you all that's in store. Their reasonably priced, high-quality gear looks terrific, and we're looking forward to working with our distributor, Ewing Sports Center, as well as Nike, to make 2010 our best year yet.

In addition, I'd like to welcome Andrew Di Duca, who was recently hired by the Board of Directors to take on the challenging duties as WWPSA's Executive Director. He's planning to start immediately, and we hope that he will get a chance to meet many of you as we head into the winter.

For my closing thoughts, I look back on what was WWPSA's 30<sup>th</sup> year in existence. We've become one of the largest soccer clubs in New Jersey, with what might be the largest Recreational Soccer program in the state; we're investing in our youngest players to give them an advantage by developing their budding skills through our Travel Development Academy; we continue to achieve success through a strong Travel program whose teams continue to reflect positively on the Club while playing other programs; and all the way up through Adult soccer for our most senior members who just can't shake their love of the "beautiful game". While this job isn't always easy, I'm still having fun and can't wait to see what 2010 has to offer.

### Executive Director's Report (Robin Dean)

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I am pleased to submit my final report as WWPSA Executive Director. Entering 2009, my priorities were to work towards the completion of our major facilities initiatives, to seek to further improve the quality of our training, to work to ensure a value soccer experience, to improve our communications, and to recruit more help for our key volunteers.

Several years ago, we determined that we should focus on two primary goals for our facilities: (1) to phase out the use of portable light towers to conduct all evening practices under permanent lighting; and (2) to significantly improve the quality of our playing surfaces. I am pleased to report that these goals have largely been met. Following the successful installation of new lights at Conover Park and the addition of new permanent lights at Plainsboro Community Park a year earlier, the lighting plan was completed with the installation of lighting at Duck Pond Park. Effective in 2010, all WWPSA evening activities, team practices, programs and games, will be held under permanent lighting.

In addition to the installation of the new lights, great progress was made at Duck Pond Park. After weeks of efforts, electric power to the site was finally achieved with only hours to spare before the start of the Fall 2009 season. Although the irrigation system had to be run manually throughout the spring and summer, we were still able to seed and grow in time for the fall. In addition, the parking lot and fencing were



installed. There were challenges, however. During the summer, thieves stole our portable generator and several miles of wiring for the new lights. The large quantities of small stones on the surface of the newly completed fields also presented a significant challenge. While much improved, the surface quality is the last major challenge for the new facility. When resolved, DPP will be able to support a significant portion of WWPSA's activities on quality lit fields for years to come.

As a result of the significant personal commitment of Howard Rabin, Director of Facilities, drainage solutions were installed at West Windsor Community Park and Zaitz Park. The field quality at Zaitz has never been as good as in 2009 and with the relocation of lit practices to Duck Pond Park, the fields at this location should remain at game quality in 2010 and beyond. WWPSA also supported the installation of irrigation at Plainsboro Community Park which should ensure higher quality playing surfaces there in future years.

For all of our facilities, we continue to rely upon all of our field partners – West Windsor Township, Plainsboro Township, Sarnoff Corporation and the Board of Education – for their support. Without them, our programs would not be possible.

Under the tremendous leadership of John Slater, the Youth Recreation program was a great success. Fall Rec Opening Day was held at Duck Pond Park and officially opened the new facility. We centralized many major activities on Opening Day including uniform distribution, equipment distribution, and a coaches' clinic. This "one-stop" approach made it easier for volunteer League Managers and coaches, as well as parents, to kick off the season. Following extensive efforts a year earlier to improve our referee

pool, as well as the quality and consistency of our referees, we achieved virtually 100% coverage for all games for 4th Grade Leagues and older (approximately 300 games). The Spring Recreational Program continued to grow in popularity and has developed into one of largest programs, second only to Fall Rec.

The Travel program, spearheaded by Glenn Gargan, continued the development of the Travel Development Academy (TDA) for U7 to U10 players. Armando Gochuico deserves special mention for his tremendous efforts to lead this program. Beyond the TDA, WWPSA continued to support a large number of Travel teams (40) ranging from U9 to U20, and remains one of the largest Travel programs in New Jersey. The popular Tactical and Positional Training Program (T&P) introduced new training programs this year while continuing to offer some annual favorites.

A tremendous debt of gratitude is owed to Jacqueline Stein and Diane Kooker who completed their third Sunburst Tournament in 2009. Once again, they prepared, promoted and delivered a highly successful event. WWPSA's facilities and program initiatives would not be possible without the tremendous financial support provided by Sunburst which is due largely to the great personal commitment of its Directors. Our Club also enjoys great recognition as a result of the tournament.

The Adult program, led by Michael Donnelly, continued to gain strength both in the Adult Rec program managed by Harpreet Singh, and with two competitive teams, the Wasps and Cosmos. Both teams have done well in the local Mercer Men's League with the Wasps in particular competing for the top position. The Rec program continued to promote an opportunity for our coaches, parents and other local adults to participate in soccer in a friendly environment.

As a non-profit Association, WWPSA relies entirely upon the support of its members to make our programs possible. I am extremely thankful to all of our volunteers – Chairman, Board Members, Committee Members, Team Managers, and parent volunteers - for their time and efforts to support what we do. Without these volunteers, too numerous to mention, we would not exist.

I would like to thank all of you who supported me in my role as Executive Director. Frankly, it is not an easy role. To be sustainable in the future, there remains a need for a large volunteer support structure. In reality, it is only due to the tremendous effort of a few key volunteers, that many of our long-held goals are finally being realized. However, we continue to need support at the highest levels, with fresh ideas and renewed energy, to ensure that WWPSA continues to move forward positively. I look forward to supporting the next Executive Director and WWPSA leaders in the future.

**Financial Report (Dir. of Finance – Pat Trombetta)**

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The Financial Report will be provided at the AGM.

**Facilities Report (Dir. of Facilities – Howard Rabin)**

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We must begin by extending our thanks and deepest appreciation to Robin Dean. His efforts have taken our plans and dreams and converted them into actual field improvements around the townships.

### Objectives

Safety is our first concern. As we look forward to 2010, we will renew and reemphasize our focus on SAFETY.

WWPSA safety protocols have been signed by every coach and trainer and MUST BE FOLLOWED; WWPSA has zero tolerance for deviation from our safety protocols. The safety of our players is our primary concern and our Facilities Department will take the lead role in enforcing our safety procedures.

Goals must be anchored before practice or play begins. Coaches, players and parents should look for hazards prior to every practice or game. Please report any unsafe conditions to [facilities@wwpsa.org](mailto:facilities@wwpsa.org).

Well-lit practice facilities and high-quality game fields are important concerns for all of our members. Our plan is to improve every WWPSA soccer field. With the cooperation of West Windsor Township, we will continue improvements in 2010. Please look for opportunities to volunteer and help us improve the facilities we all use.

### Accomplishments

Duck Pond Park came online this fall and has vast potential. Our long-term objective is to develop a complete and versatile park, capable of supporting tournaments and first-class events. Our goal will only be achieved if our members contribute work and effort to the development and improvement of Duck Pond Park. We need a grassroots effort at Duck Pond Park to realize the potential of this facility.

WWCP #1 is a high-quality, game-only field. WWCP #1 was carefully managed and improved in 2009. WWCP #2 is a well-lit practice facility. We made

substantial improvements to WWCP #2 this year, installing a drainage system that improved the western half of the field. You will see the benefits of these efforts in 2010.

Conover FS#1 and FS#2 are fully lit and high-quality fields. The Conover Park venue demonstrated its capacity at Sunburst this year, with strong feedback received from all teams who played there. Our teams and guests enjoyed a lively atmosphere on excellent playing surfaces. Conover now has irrigation on the Great Lawn side of the park, bringing the total to 5 irrigated fields. We will invest more time, effort and resources to Conover during the coming year.

Our long-term objectives at Zaitz Park have been refocused on game quality fields since Zaitz is no longer needed for lit practices. In 2009, we installed a massive underground drainage system. The benefits were immediately visible and our programs were able to play at Zaitz despite some heavy rains in the spring and fall. We will continue to upgrade the Zaitz facility during 2010 with cooperation from West Windsor Township, who has promised to support our efforts at Zaitz.

We rely on the Sarnoff Corporation for many of our weekly and annual events. Although we have little control over that facility, we greatly appreciate the continued use of the Sarnoff fields.

We now have 4 lit fields at Plainsboro Community Park, and worked with Plainsboro Public Works to facilitate the installation of irrigation in a portion of the park. We have improved our communication and cooperation with the Plainsboro Parks personnel and could not function without their work, assistance or facilities.

We have ongoing agreements with the Board of Ed. to use the new turf fields at HS South and HS North on Sundays in the spring and fall. We must protect this relationship by honoring our commitment to keep these facilities clean after we borrow them. Thanks also to the Board of Ed. for the use of gym space during the winter months.

### Safety

Please drive safely and obey all road signs when dropping off or picking up players, e.g., One Way, No Parking, etc.

Remember, at least two (2) adults must be present at all WWPSA functions at all times, including practices and clinics, so be sure to communicate among your team's parents to make sure at least one parent is always there with a coach.

### Recognition

We rely upon volunteers for field set-up, field break-down and special projects. If you are one of those who has already helped, Thank you! Please look for opportunities to volunteer and help out in 2010.

### Equipment Report (Robin Dean)

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This year, we purchased four additional sets of portable goal frames for use at Duck Pond Park. We plan to continue the improvement of our goal frames with the increased use of portable frames and the replacement of the remaining "front-loaded" permanent frames for increased safety and flexibility at our practice facilities. Safety continues



to be a primary concern and significant efforts were introduced by Howard Rabin, Director of Facilities, to ensure the safe use of equipment during all activities, practices and games; this ongoing initiative requires the support of all WWPSA members, coaches, players and parents.

Our equipment inventory is good although we did need to order additional corner flags. Once again, Dick's Sporting Goods donated a number of items, especially pinnies, for which we are thankful. Our inventory is currently stored in five locations: Soccer House, Access Storage, Plainsboro Township and two field containers. In 2010, we hope to relocate a significant amount of our inventory into a new storage area being built by West Windsor Township.

**Rec Report (Dir. of Rec Soccer – John Slater)** [Back to top](#)

WWPSA's Youth Recreational Soccer program had a good year in 2009 as we continued to refine and build on past successes. The theme for this year's report is success by sacrifice and I will do my best to cover not only our programs but the key volunteers that stepped up to help these programs run at the expense of their or their family's free time.

Before I start, there are hundreds of individuals that make this program work and I am thankful for all of their help. I would like to thank 4 families, in particular, for their support that went above and beyond over the last 2 years. I would like to thank Robin Dean, Howard Rabin and their families for their tireless efforts in helping make the Rec program so successful and to allow our players to play on some of the best fields in all of NJ. Next, I would like to thank the Stein family for all of their sacrifices for the entire WWPSA. From Sunburst to Goal Fest to all other times they have stepped up when no one else would. Lastly I would like to thank my

family for allowing me to spend 64 of the last 112 weeks on the field or otherwise leading the WWPSA Rec Program. There have been many days when I had to get onto the dreaded computer to organize and lead the Youth Rec program and I certainly appreciate their support and patience. Now, on to the programs.

**Spring 2009:** 616 players from 500 households from Pre-K to 9th grade participated in our Spring Program at our Sarnoff and Zaitz locations. Proactive Sport led the Pre-K players and our volunteer supervisors while we used the "Let them Play" or "street" format for Kindergarten and older. Afzaal Akhtar and Ryan Dolan stepped up to help organize the volunteers and one of our Rec players, Kathleen Bryant, brought forward a great suggestion to allow 7th graders and up act as Big Brothers and Big Sisters to fill in where our parent volunteer supervisor numbers fell short.

The open play format uses brief instruction and lots of open play where the game itself becomes the teacher. Our goal of this very deliberate approach was to let the players enjoy the game with a minimum of direction and coaching, to let them make their own decisions, determine their own rules and simply have a place to play the game. Judging by the play during the season we exceeded our goals.

For the Spring uniform distribution, Lori Bohling led our uniform distribution while Jacqueline Fernandes help organize the volunteers at the Dutch Neck Fire Hall and we continued to use the Green/White uniforms from the fall program. This allowed 50% of our players to reuse their uniforms and reduced expenses for both the parents and the Club. This spring we also offered weekly training guides and access to online video training to the volunteer coaches to help them be as prepared as possible.

**Summer 2009:** During the summer, WWPSA hosted and supported a number of recreational soccer camps provided by our training partners, including week-long programs offered by Proactive Sport and UK Elite.

**Fall 2009:** WWPSA's largest and highest-profile Fall Rec program just wrapped up this past weekend. This season we were able to continue to use proven successful formats and we opened the season at our "one stop shop" Opening Day at our new Duck Pond Facilities. Overall, we had 1,313 participants from 999 households.

**Table 1: Fall Rec Statistics**

<i>Program</i>	<i>2009</i>	<i>2008</i>	<i>2007</i>	<i>Pct Chg. ('08 – '09)</i>	<i>Pct Chg. ('07 – '08)</i>
Boys Fall Rec	710	741	836	-4.2%	-11.4%
Girls Fall Rec	442	498	534	-11.2%	-6.7%
Fall Pre-K	161	158	124	1.9%	27.4%
Total	1,313	1,397	1,494	-6.0%	-6.5%



We began recruiting league managers back in the summer and Don Nixon (B2), Tom Linko (B3), Brent Nielsen (B4), Jeffrey Bloom (B5), Len Hayduchok (B6), Steve Altamore (Bint), Jerry McSpirit (BSnr), Afzaal Akhtar (GK), Rob Rubin (G2), Adam Miller (G3), Matt Martin (G4), Henry Henkel (G5/6), Laura Poyd (GInt) all returned as league managers. New league Managers Daniel Kim (BK), Mia Tai (B1), Michele Jaworowski (G1), Osmund DeSouza (G4) and Don Bamford (GSnr) all stepped up to ensure that we could run the Fall Rec Season. Thank you to Afzaal who helped to train some of the new league managers.

Ryan Dolan volunteered to be the Deputy Director of Rec Soccer and provided a tremendous amount of help during both the preseason and the regular season. Joerg Claus also took on the role of Practice field Coordinator which helped to get all of teams 3rd grade and up on lit practice fields. Due to much hard work by the facilities leadership we were able to get 3 full-sided and 3 small-sided practice fields, all with permanent lighting. This gave us 66 full-sided practice slots and 66 small-sided practice slots for our teams.

Robin Dean secured our Saturday morning playing fields and we focused all of preseason planning on setting up Opening Day, including getting the Duck Pond lights installed and powered up. Opening Day was planned to serve several purposes:

- Provide the player ratings for players in the 2nd grade and up
- Provide uniform distribution for all age groups
- Provide coaching clinics and distribution of team bags
- Merchandise sales.

Food vendors and a DJ also joined us this year. Unfortunately, as happened last year, rain forced us to postpone from Saturday to Sunday, but somehow

we were able to still pull it off as well as host a grand opening ceremony with Mayor Shing-Fu Hsueh and West Windsor Township Council members who helped us officially open our brand-new facility. Thank you to all the volunteers who were able to shift their schedules to Sunday to allow us to complete this great event that we look to repeat next year.

Similar to previous years, 60% of our players were signed up within 1 month of the start of the season and our league managers scrambled to find coaches for all the teams in the leagues. We had one week to get all the player ratings entered, to have the team assignments checked and returned to the league managers, and then finally to have them released to the coaches and players. Next year we will look to have at least 2 weeks between Opening Day and the start of the season. Our overall numbers were 94% of our enrollment last year. The League Managers spend a good deal of time assigning coaches and players to teams as well as updating the weekly signs at the fields and, in some cases, helping to set up the goals every week. I want to thank this group for all of their efforts week in and week out of the fall season. I would also like to thank Brent Nielsen for all of his extraordinary efforts in producing the schedules for all the Fall Rec teams.

Big Brothers & Sisters played a big part in assisting the coaches of the youngest teams. I would like to thank Paul St. Amour for his efforts in running this program. Mary Painter led a very successful and well-run Picture Day as well as ordering and distributing trophies for all the leagues. Great job to Mary and all the volunteers!

In our Goal Fest 3v3 tournament, we had 29 boys' teams and 25 girls' teams competing across 13 age divisions. While some of the fields were soggy, the kids' smiles and laughter brought out the sunshine (almost!) and showed some great soccer from Kindergarten through High School. Games were played with a 3v3 format, so 3 players were on each team at any one time, and with that much ground to cover, substitutes were necessary at many levels. The 5th graders and above played on the Mini fields, while 4th graders and below played on the Dual Tiny fields to better match their physical abilities. Many thanks to all of our volunteers young and old(er), many of whom stayed well past their assigned shifts to fill in wherever necessary. Your spirit and enthusiasm is what makes WWPSA a great Club!

We continued to use Al Scarmato to coordinate and assign referees to assign games each weekend, as well as for Goal Fest. As a result of the increased pool of referees, greater availability on a weekly basis and on the new assigning system, we were able to reach a very high percentage of game coverage once again this fall.

There were no reported red card incidents this year and only a handful of reports of any arguments or bad behavior on the field this year so I would like to thank all the coaches and parents for their continued efforts to set a good example and for enforcing good sportsmanship. This is something we will continue to work on and manage as necessary.

We held playoffs for the Boys Senior, Boys 6th Grade and Boys Intermediate leagues, as well as in the Girls 5th/6th leagues.



Congratulations to the teams that made it to the finals as we ended the year on an exciting note with many well-played games that took place under the lights to make the games even more exciting. We look to expand the playoffs next year and organize them earlier for the older leagues as this is a fun way to end the season.

I would like to thank those that were able to provide key volunteer leadership this year. Our highest priority next year will be to examine new ways to staff critical positions, including finding help for the administrative areas that allow us to run the Fall Rec league much more efficiently without a select few individuals handling the bulk of the load. Plans are being reviewed and we hope to post changes to the program as soon as possible.

Thanks to all the players and to the parents and family who sacrificed their time so that so many of our players can participate in this wonderful team sport.

#### **Travel Report** (presented by Glenn Gargan) [Back to top](#)

I am proud to report that in 2009 WWPSA Travel's program continued its commitment to providing our players with the high-quality training, top-quality facilities and support while introducing many new initiatives to further improve our the club's travel program.

First, I would like to thank the following people for their outstanding contributions to the club's efforts and without which many of our programs would not have had the success we achieved, plus say good-bye to some people who have made substantial contributions over the years.

- Robin Dean, Executive Director: for his support, service and vision which helped make WWPSA travel program one of the leaders in the NJ soccer community. His

contributions will truly be missed in the role as Executive Director.

- Howard Rabin, Dir. of Facilities: his hard work and tireless volunteerism has produced some of the highest quality fields in the state.
- Donna Tillson, Tryouts Coordinator: for all of her hard work in coordinating one of the most poignant components of our program with the utmost integrity and sense of fairness rarely seen today.
- Ken Matthews, Full-sided Coordinator: after many years of juggling fields and refs for games and practices, Ken is stepping down. In addition to tireless contributions to making sure the club is running smooth, the TEC will miss his sage advice and insight as a member.

In addition to these individuals I would like to thank all the members of the TEC (Travel Executive Committee) and coaches, assistant coaches, team managers and trainers for their dedication and contributions they made throughout the year to make WWPSA's Travel program not only a positive soccer experience for our players and families, but also as a positive reflection on our community.

We are excited about the newly-created position of Travel Dir. of Tournaments. The idea was introduced and filled by Bill Gardner, who is compiling a database from the feedback of WWPSA coaches to help them decide on which tournaments would best suit their teams, as well as combining our Club's efforts to help more teams attend the same tournaments.

As for our programs, WWPSA continued its mission to provide vast options of competition and training for all levels of players. I am happy to report that in the second year in offering our Travel Development Academy (TDA), we saw an increase in participation by players as well as volunteers.

WWPSA sponsored 40 boys and girls teams ranging from U-9 to U-19. WWPSA is one of the largest soccer organizations in NJ and at any given time, one of our Travel teams can be seen playing here in town on some to best facilities in the state or throughout the region in leagues ranging from Mid-New Jersey to MAPS and JAGS.

Thanks to the Board of Education for allowing use of the synthetic turf facilities for games and team practices, as well as providing gym facilities for indoor practices during the winter. In addition we will be conducting coaching clinics run by Russ Fager, Head Coach of Rider University's Men's Division 1 Soccer team.

Planning has begun for new one-day competition for our players on individual skills. Contests will be held for everything from juggling to crowning the best penalty kicker in the Club. The concept behind this program is to reinforce the Club's philosophy of providing our players with the highest level training by focusing on player development and reward the players for their commitment and passion for the game.

In conjunction with Nick Harrison from ProActive Sport and Stoyan Pupalov, a new component to evaluate players' individual skills was added to the two days of small-sided games used to assess players for

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team formation. In addition to the new individual skills drills, we introduced full-field play for small- and full-sided ages to help give the trainers an opportunity to see more of a complete picture of all players in a full array of play during tryouts.

Thank you again to all that have contributed to making 2009 a year to remember.

### **Adult Report (Dir. of Adult Soccer – Michael Donnelly)**

Spring/Fall 2009 was successful for the adult soccer program. The recreational program continued to attract around 100 players in each of the spring and fall seasons. The adult competitive teams, Wasps and Cosmos, finished 2<sup>nd</sup> and 8<sup>th</sup>, respectively, in the Men's Over-30 Division of the Mercer County Amateur Men's Soccer League (MCAMSL). As our program enters its sixth year, many of our adult competitive players have joined an over-40 team that competes weeknights in the MCAMSL. While not a WWPSA team, the O40 Mercer Greens is comprised mostly of WWPSA O30, former O30 players, and WWPSA youth team coaches. The Mercer Greens have steadily improved and are currently 4<sup>th</sup> in the O40 division. The adult program has also sent teams to compete in 8v8 tournaments in Brooklyn, NY, where our teams consistently make the finals although they have yet to bring home the big cup. Soon.

The Adult Recreational League is a co-ed soccer league that offers players 18 and over of all abilities the opportunity to play soccer on Saturday afternoons. It is a friendly league where score is kept on the days played but standings are not recorded. The league does not use referees; good sportsmanship is promoted through a player call forum. This type of league is unique to Central New Jersey area. This year, the teams finished the season tournament-style with Team Lucas taking the top spot.

We are in the very early stages of considering an adult 5v5 league for the summer.



## Soccer Development Report

(Dir. of Soccer Development – Paul St. Amour)

This report highlights some of the Soccer Development (SD) accomplishments made during 2009.

In 2009 SD expanded the scope of our Big Brother / Big Sister program into the spring season. We used Big Brothers and Big Sisters to help run our Spring Rec program. This extra support helped to make the spring program more successful as they filled in where we had gaps in adult coach volunteers. Fifteen of our Big Brothers and Sisters also supported Goal Fest. The volunteers filled many roles (e.g., coaching, admin, coordination, maintenance) and were instrumental in its success.

This year, we also took a slightly different approach with the fall Big Brother and Big sister program. In prior years we emphasized volunteer participation and we had over 70 volunteers. Based on coach and volunteer feedback, this year we targeted a smaller, more engaged volunteer group. We had 36 highly motivated Big Brothers and Sisters – one for each K and 1st grade team. These volunteers, mostly high school players, supported the parent coaches and added youthful energy to the training sessions and acted as positive role models to our youngest players. “Thanks” to all the Big Brother Big Sister volunteers.

Volunteer parent coaches are the backbone of our Recreational soccer program. To support the coaches, SD conducted several pre-season programs for our parent coaches. The SD team developed our own “Coaching 102” course. This session was held prior to the fall season and attended by over 20 new coaches. John Slater, Robin Dean and Paul St. Amour conducted this session. The session was designed to help the coaches more effectively plan

and conduct training and manage their teams. We also ran two on-field introductory coaches’ sessions that were attended by over 40 parent coach volunteers. Robin Dean and Nick Harrison demonstrated how to conduct a typical training program.

For our Travel team coaches and recreation coaches who desire additional training, we hosted a F-license course during the summer. We trained 36 coaches from around the Mercer county area, including seven from WW-P. The F-license is required for coaches of all Travel teams, and is also very helpful training for Recreational coaches who want to improve their competency, resulting in players with better skills.

SD recognizes that the players are our club’s most important constituency; however, like volunteer coaches, the referees also benefit from our support. Like our coaches, as we improve the referees, we improve the players’ experiences. SD hosted two Grade 9 referee-training courses to help develop our local referee pool. The Grade 9 referee designation allows referees to officiate Recreational games up to U14. We had over 60 participants in the two sessions.

SD expects to deliver these programs and more in 2010. We welcome suggestions and parent participation. Please contact SD at [training@wwpsa.org](mailto:training@wwpsa.org) to get involved.

Finally, “thank you” to the WWPSA Board, Robin Dean (former Executive Director) and Nick Harrison (ProActive Sport) for their continued support of the SD activities.



### **Sunburst Report (Sunburst Co-Directors – Jacqueline Stein and Diane Kooker) [Back to top](#)**

The 15th Annual Sunburst Travel Soccer Tournament was held May 30-31, 2009, at Mercer County Park and at Conover Park. In total, 203 teams participated, playing approximately 406 games across 25 fields. This is a decrease of 17 teams from the 2008 tournament. WWPSA teams included 10 from the U09 – U10 divisions and 23 from the U11 – U17 divisions. Other participants came from New York, Pennsylvania and New Jersey. One WWPSA full-sided team placed first in the weekend competition, with three coming in second. We did not have any boys U15 – U17 brackets due to non competitive flighting issues. The tournament sponsored a college showcase, which will not be pursued for the 2010 tournament.

Sunburst 2010 is scheduled for June 5-6, 2010, and preparations are underway to ensure a successful and fun-filled tournament.

### **KidSafe Report (presented by Justin Stein) [Back to top](#)**

We processed background checks on all new volunteer coaches and paid trainers in accordance with our KidSafe Policy and reminded all parents and coaches of the importance of the “2-adult” rule for all practices and activities; thanks to Lisa Schmid for her invaluable assistance.

### **Fundraising Report (Presented by Justin Stein) [Back to top](#)**

The Board determined that we need to put more resources into fundraising in 2010 as this was an area that did not receive enough attention in 2009. As many of our more significant facilities initiatives have been completed, we anticipate that we will need dedicated leadership and staff to help us maintain our facilities and develop them to the point at which we feel they can be maintained in perpetuity. As our facilities are one of our most precious resources – behind our players and volunteers – we need to invest in the future health of our facilities and Club, and fundraising will become even more important going forward.

### **Merchandise Report (Merchandise Coordinator – Carolyn Demouth) [Back to top](#)**

Again this year, WWPSA has used PUMA as our official supplier of uniforms and fan wear. Sales of fan wear this year brought in a whopping \$4,280! That is up from \$2,439 last year. Awesome! We collected \$1,458 from website sales and \$ 2,822 from cash sales at opening day and photo day. We had much more available merchandise this year including brand new t-shirts in black and white, black hoody sweatshirts for adults and kids, new training jackets for adults and big kids, and shorts for men. We have new baseball caps, sack packs, gorgeous black fleece blankets and of course, our ever popular green WWPSA car magnets. We also had knit hats for kids and umbrellas that sold out on our first day! But don't worry, I have reordered them and will continue to offer them next year. All our items have the WWPSA logo on them. Most of our merchandise is for sale on our website, so check it out!

Again this year at Photo Day, we had one of our sponsors selling bagels and coffee. Many players and parents welcomed the snacks while they waited for their turn with the photographers. I wanted to take this opportunity to thank the many parents who helped to sell our items on Opening day and at Photo day. Our sales were very successful and we could not have done it without all of you. And especially, thank you to everyone who purchased some fan wear! Your support was overwhelming! I hope everyone enjoys their new items and wears them with a greater sense of community.

### **Photos and Trophies Report (Photo Day Coordinator – Mary Painter) [Back to top](#)**

WWPSA celebrated another successful event on Saturday, October 3, 2009. Even a brief rain couldn't dampen spirits as over 170 teams descended on Millstone River School for our annual Photo Day. As always, free team photos were distributed to all players. Parents were greeted by dedicated volunteers offering reduced-price Sunburst merchandise and other items.

The day went smoothly as eager and excited children gathered at the school. Thanks to Mary Painter, our Photo Day Coordinator, as well as John Slater, our Director of Rec Soccer, who helped pull it all together and presented an extremely well-organized, well-run event. Many thanks to the League Managers who picked up and delivered the photo forms and later made another run with the photos and trophies themselves. We also want to thank our parent volunteers who not only



fulfilled their volunteer obligation for the year, but who also went above and beyond in helping everyone – including quickly switching gears to bring everyone in during the rain! We appreciate the break-down and clean-up crews and the parents who stayed longer to aid in the breakdown. Many thanks to Bagel World who offered coffee, bagels, sandwiches and drinks to families as an accommodation.

Everyone did a great job, particularly our friends at All Sport Photo of Trenton who again worked with us hand-in-hand to handle contingencies, keep things moving and put on a great event.

Almost 1,300 participation trophies were distributed to the Recreation Division. 1st and 2nd place trophies were distributed to Boys Senior, Intermediate and 6<sup>th</sup> grade leagues, as well as Girls 5/6, for their end-of-season playoffs. Next year we eagerly anticipate all the Boys and Girls leagues, starting from 6th and on up, competing in their own end-of-season playoffs.

### Sponsorship Report (presented by Justin Stein)

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WWPSA Recreational Soccer saw a significant decrease in paid sponsors this year, likely due to the downturn in the local and national economy. We saw some increased interest during the Fall season so we would like to invest more time in developing long-term relationships with local businesses in our community to improve our sponsorship participation next year. We need someone to step forward and lead this charge.

### Scholarship Report (Robin Dean)

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No scholarships were awarded in 2009.

### IT Report (Webmaster / Registrar – Brent Nielsen)

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During 2009, WWPSA continued using Demosphere International Inc. (“DII”) to provide the Club with a hosted website, registration, league tournament design,

KidSafe management, Team and Player profile administration, merchant services and financial systems management. The technology continues to offer WWPSA a convenient and efficient means to provide meaningful soccer experiences for all of its members.

- We communicated a series of articles addressing youth sports injuries
- We added a widget to connect to the Fox Soccer Channel
- We leveraged the Scheduling element to prepare schedules for our Fall Rec teams, as well as for the Goal Fest 3v3 tournament
- We added support to use American Express during registration.

With over 2,400 households using the online registration system, our continued relationship with DII enables us to distribute targeted information quickly and efficiently to those who need it. We continue to strengthen our relationship with DII and work closely with them to add new features and system customizations that meet the needs of WWPSA and its members.

Survey Monkey continued to provide us with online survey management tools to obtain feedback on our programs and activities. Based on the positive feedback received on the ease of this tool, we will continue to utilize it as needed to ensure that WWPSA can meet the needs of its members.

We expect to continue to work closely with our IT application service providers and vendors will and to improve their applications as needed so that we can better streamline our interactions with you.

**Expected for 2010:** we are rolling out a re-branded website with easier navigation to help you find the content you need faster than ever. We’re also updating our banners so that each program has their own unique identity. Stay tuned!

Table 2: 2009 www.wwpsa.org Analytics

Unique visitors	35,764
Visits	106,683
Pages viewed	566,148
% Pages viewed:	
Home page	18.0%
Sunburst	11.5%
Fall Rec	3.1%
Travel	3.1%
Rec home	3.1%
TDA home	2.1%



### Thanks to Fall Rec Team Sponsors!

We want to thank all of our Fall Rec Team Sponsors for their continued support of WWPSA's largest program. Please support our sponsors whenever you can and let them know that you saw their listing with WWPSA!

- West Windsor Plainsboro Education Association
- Sarnoff Corporation
- World Bagel
- Plainsboro Dental Care
- UPS Capital Corp.
- Pied Piper Kids
- Blackrock, Inc.
- Plainsboro Township Police Dept, Special Services Division
- Plainsboro PBA
- Huntington Learning Center, Lawrenceville and Hamilton, NJ
- Mobivity
- A-1 Limousine
- Princeton Presbyterian Church
- Bergdorff-ERA Princeton
- Braun Research, Inc.
- PlaySportsTV
- A+ Family Barbershop
- Dreyfus
- ChalkTalk Media, Inc.
- Cariaga Family
- Akros Pharma, Inc.
- Kinka Tai



EVERY SEASON STARTS AT

