

West Windsor-Plainsboro Soccer Association 2011 Annual Report

WWPSA
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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.

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.

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Chairman's Report by Justin D. Stein

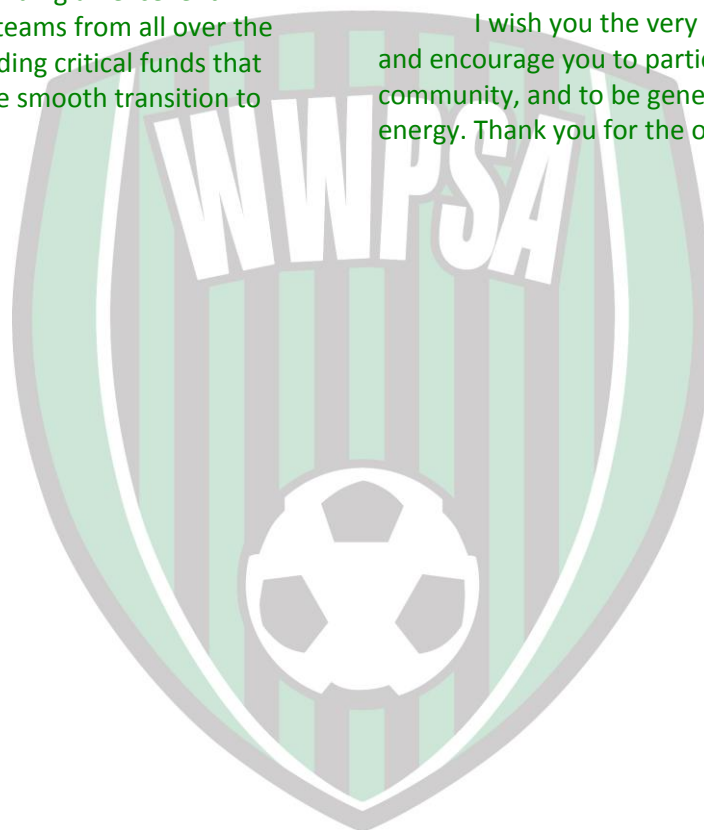
2011 was a challenging year on many fronts: WWPSA's finances were stabilized after a period of substantial growth in WWPSA facilities; enrollment is down in Travel soccer, reducing exposure outside of our community and fees available to run WWPSA operations; and WWPSA's identity is in need of clarification, particularly around defining the available paths for player development.

In addition, there will be several new faces joining the 2012 Board as, most notably, Howard Rabin (Facilities), Paul St. Amour (Soccer Development), and me (Chairman) will not be returning in 2012. In addition, new leadership in running Sunburst will be taking on the task of continuing our tradition of providing an excellent experience to over 240 Travel teams from all over the northeast U.S. while also providing critical funds that drive WWPSA's operations. The smooth transition to

new leaders in these roles will be essential to ensuring that WWPSA continues to offer programs and activities to its players, coaches and volunteers that provide clear value and connect our community.

As for me, I am proud of my efforts and hope that the next leadership can continue to make WWPSA a great place to play soccer, learn the numerous life lessons through team sports and move forwards as **One Club**, rather than a conglomeration of different moving parts. I don't take credit for the improvements in WWPSA since I became Chairman in 2005, but rather want to remind everyone that it is through the efforts of everyone involved that we can accomplish great things for the children of the Club.

I wish you the very best of luck going forward, and encourage you to participate, to help your community, and to be generous with your time and energy. Thank you for the opportunity to serve.



Executive Director's Report by Andy Di Duca

In 2011, our major priorities were to generate increased revenue through a sponsorship and advertising program, to increase marketing efforts informing the community of the Club's events, to finalize the facility upgrade at Zaitz Park and to analyze the Club's Player Development proposals.

This year, WWPSA has been able to generate extra funds through alliances with Huntington Learning Center, Lawrenceville Gold's Gym, Princeton Mini and Dick's Sporting Goods. I wish to thank these companies for their support, and I encourage each WWPSA member to consider these sponsors' services in the future. In additional sponsorship efforts, WWPSA continued the Discount Card program and saw an increase in sales from the previous year.

WWPSA took its marketing efforts to Quakerbridge Mall to increase community awareness of its services. The efforts were successful and, as a result of our visibility, registration levels were solid. We also used Constant Contact, which allowed us to market our summer camp programs, registration, and Sunburst Tournament. Overall, Constant Contact enabled us to better service our members by keeping them well informed of our news, events, and registration dates.

This year, WWPSA completed the Zaitz Park upgrade through the efforts of Howard Rabin and other key volunteers, as well as through the generous donations of our families. An irrigation system was installed which enables year-round water supply, keeping the fields in top condition. This facility has been designated game-only to complete WWPSA's Facilities Plan. The improvements are easily noticeable and WWPSA has already received compliments on the playing surface. Special thanks to Howard for his efforts.

A large amount of time and effort was spent reviewing proposals submitted by training providers to improve the Club's player development plans. However, it was decided that bringing in a new provider this year would not be the right direction for

WWPSA at this time. One structural improvement proposed and agreed upon to be introduced in 2012 is provisional oversight by Nick Harrison from ProActive Sport and Jim Buchanon from Maestro Soccer to run a Pre-TDA through U12 program. This will enable players in these age groups to have a clearer pathway to high-level player training.

I would like to thank all of our volunteers for their time and efforts to support what we do. Without the support of its volunteers, WWPSA would not operate. In 2010, WWPSA introduced the volunteer bond. During 2011, this program has served the club well: its 5th annual Goal Fest 3v3 Tournament was fully serviced by its members, making it the most successful Goal Fest to-date.

Considering that WWPSA will be without an Executive Director for 2012, a new direction is imminent. I would like to thank everyone who supported me as Executive Director. Frankly, it is a challenging position. I wish the new Board of Directors the best of luck in their first year. As of 2012, the club will again be wholly operated and run by the full support of its members. I wish the club well in its new direction.

My future recommendations are that the Board develop a unified vision and direction, together with a strategic plan of how they wish to achieve their 2012-2013 goals. I suggest that WWPSA continues to build upon the concept of a Club-wide player development pathway structure to help ensure its players move smoothly between programs within the Club. It is my opinion that the facilities and infrastructure have improved significantly in past years and, overall, are noticeably better than neighboring clubs. Therefore, the main focus for 2012 should be on maintaining and growing a healthy membership. Right now the Club feels like many disparate parts under one umbrella. I advise creating more of a unified feel by focusing on members' needs and creating and nurturing a Club-wide culture by which all of the members can stand and be proud.

Andy Di Duca - Executive Director

Finance Director's Report by Justin Stein

WWPSA's finances stabilized during 2011 from the issues experienced during the previous year. Additional cash was recognized through fundraising, sponsorships and a strong Sunburst Tournament. These funds were set aside to fund future light tower debt payments at Duck Pond Park, fund the final steps in the Facilities Plan to install drainage and irrigation at Zaitz Park to convert that facility to game-only, as well as fund ongoing operations.

Declining enrollment in Travel soccer continue to challenge WWPSA's operating budget, but contributions from Recreational and Adult soccer, as well as a renewed focus on running only profitable programs have helped keep cash levels at acceptable levels. The cost-cutting measures implemented during

2011 also contributed to the improved cash position of the Club.

Going forward, Facilities expenses should shift from capital improvements and maintenance to only maintenance, freeing additional cash for future investments. In addition, the Board determined in the last quarter of 2011 that the role of Executive Director was no longer required and informed Andy Di Duca that his 2-year contract would not be renewed. This will immediately improve the available cash on-hand to fund ongoing operations.

See the 2011 Income Statement from January through November, 2011, and the 2011 Balance Sheet as of November 30, 2011, on the following pages.



W.W.P.S.A.
Profit & Loss
 January - November, 2011

	Total
Income	
4000 Revenues	\$ 5,179.21
4100 Youth Recreation	238,417.00
4200 Travel Soccer	204,881.02
4300 Adult Soccer	30,533.00
4500 Development	2,890.00
4700 Facilities	5,550.00
4800 Miscellaneous	60,894.10
	548,344.33
Total 4000 Revenues	548,344.33
Total Income	\$ 548,344.33
Expenses	
5000 General and Administrative	\$ 81,851.91
5500 Development	4,031.50
6000 Fields & Facilities	134,773.63
7000 Recreation	96,449.48
8000 Travel	145,002.54
9000 Adult League	10,988.11
	473,097.17
Total Expenses	473,097.17
Net Operating Income	\$ 75,247.16

Balance sheet provided separately.

Facilities Director's Report

by Howard Rabin

We have excellent fields at our disposal. We plan to improve these facilities for years to come.

SAFETY

From a facilities perspective, our players face two significant safety concerns: goal frames and parking lots.

We have prominently attached safety warning signs onto all of our goals. Everyone (coach, referee, player and parent) must enforce and obey the simple rule that all frames must be anchored whenever players are present. Please look for hazards before play begins. Please report any unsafe condition to facilities@wwpsa.org.

For several years, we have circulated basic guidelines regarding parking lot safety. Please drive safely and obey all road signs when dropping off or picking up players. Traffic rules apply, even if you are late.

WE REQUIRE at least two (2) adults to be present at all WWPSA functions where youth players are present. Please communicate this requirement to your team's parents to make sure at least one parent is always there with a coach. The adults present should know and enforce the safety requirements for the facility. Contact facilities@wwpsa.org if you have safety questions or concerns.

OBJECTIVES

We serve the needs of Adult, Recreation and Travel players. Well-lit practice facilities and high-quality game fields are important concerns for all of our members. Overall, our plan is to maintain and improve every WWPSA soccer field.

With the cooperation of West Windsor Township, we have completed the improvements at Zaitz Farm. This past summer we installed irrigation at Zaitz and dedicated time, effort and money to fertilizing, seeding and re-grading certain other fields. The Zaitz back lawn was the last piece in a long-term, complex plan to create high-quality, "game only" fields. Our focus over the years, whether on drainage,

irrigation, lights or the playing surface itself, has improved the quality of play for all of WWPSA. The benefits are visible and the feedback has been strong.

Along with the High School turf fields, the designated "game only" fields at Conover, Zaitz and WWCP provide some of the finest playing surfaces in New Jersey. The combination of turf fields, game-only fields and 11 lit practice fields gives WWPSA a clear advantage over other area soccer clubs.

Special Thanks

I have enjoyed my time working on WWPSA facilities, and watching the children play on the fields we all built. It has always been my belief that the parent volunteers are the backbone of this association.

Coaches:

My sons have benefitted from your efforts and the fine example you set as members of our community: Robin Dean, Kevin McCabe, Tony Chismar, John Tampellini, Pat Trombetta, Chris Siegler, Jeff Devlin, Craig Kenkellen, Mike O'Conne, Bill Alesio, Greg Lentini, Mitch Weiss, Larry White and Eric Vena. You have my respect and gratitude for your dedication as coaches.

Members of the Board:

These people deserve your respect and admiration for the hours (many many hours) they have spent creating a healthy environment for your children.

I have been privileged to work with Robin Dean, Justin Stein, Mary Painter, John Slater, Mike Donnelly, Paul St. Amour, Scott Borsack, Brent Nielsen, David Westbrook, Glenn Gargan, Pedro Portilla, Bill and Amy Gardner, Jacqui Stein, Diane Kooker and Ron Russell.

Thank you. I wish you all continued success.

Recreational Soccer Director's Report by David Westbrook

The Pre-K to 12th grade Youth Recreational soccer program had successful year thanks to the many volunteers that cheerfully give their time to run WWPSA's biggest program and the parents for getting the players to their soccer activities. A special "thank you" to the 59 spring coaches, 41 spring Big Brothers and Sisters, 246 fall coaches and 26 fall Big Brothers and Sisters that were out on the fields every week of the season teaching players the "beautiful game". There are just too many of you to name individually but a big "thank you" from me on behalf of all the players for what you did this past year.

In my first year responsible for this program I would also like to express my appreciation to the following for their help with recreational soccer:

- Howard Rabin and his crew for the excellent job they do with the fields. Without Howard we would not have the great fields that we have to use each week.
- The league managers – Tom Linko, Rebecca Pearson, Tammy Eng-Palmer, Holly Grecsek, Don Nixon, Ashton Delauney, Brent Nielsen, Laura Poyd, Donna Tomfohrde, Cary McConlogue, Adam Miler, Michele Jaworowski, Rob Rubin, Mathew Martin, Osmund DeSouza and Patrick Hannah – for organizing and running each of the leagues.
- Stephen Hunsberger for his bravery and willingness to take on the Goal Fest 3v3 Tournament just weeks beforehand and running the biggest tournament ever with 292 players.
- Cindy Alvarez for organizing volunteer for uniforms, traffic, photos, Goal Fest, etc.
- Paul St. Amour for organizing the Big Brothers and Sisters
- Joerg Claus and Brent Nielsen for practice and game scheduling
- Wendy Trask for leading the traffic volunteers.
- Vineet Agarwal for running Photo Day and Mary Painter for her invaluable help.
- Nancy Ierley for handling trophies. I hope all the players enjoy them.

- The referees for handling the games and patiently listening to all of us experts gripe about the calls.
- Nick Harrison and his trainers for running the training sessions.
- Most importantly, my wife for putting up with soccer.

This year Spring Rec soccer had 701 players, \$66k in registration fees and 6 players who received financial aid of totaling \$535. Fall soccer had 1,267 players, \$141k in registration fees and 20 players who received financial aid totaling \$2,158. Goal Fest earned \$4k in revenue. Year-to-date spending for Recreational soccer was \$41k on training, \$10k on player insurance, \$8k on referees, \$7k on photos and trophies (lower than normal due to the photographer not charging for certain items due to issues experienced with photos) and \$7k on general items for a total of \$73k. The remaining \$138k was used to cover WWPSA facilities costs for fields, lights, portojohns, etc., as well as general and administrative overhead costs.

This year uniforms were separated from registration fees and sold at cost to encourage the reusing of uniforms and make registration simpler to do and administer. This appears to have been successful with the majority of player reusing uniforms and only 329 (47%) players buying uniforms in the spring and 480 (38%) buying new uniforms in the fall. The total value of uniforms sold this year was \$29k.

Thank you to the 184 people and teams who donated almost \$11k to help pay for the Zaitz Irrigation, that is now fully operational and helping to keep those fields in great shape. We are just over halfway to our goal of raising \$20k. If you would like to make a tax-deductible donation to help cover the cost of the irrigation system, please visit www.wwpsa.org and click on the donation link in the Zaitz irrigation article.

Finally thank you to all parents and players who have provided feedback on the programs throughout the year. Many excellent suggestions were received and they will be considered over the

upcoming months to determine how the Youth Recreational soccer program can be improved to create a better experience for everyone. If you have any more ideas and suggestions, please submit them to rec@wwpsa.org.

Next year we hope to further improve the programs by focusing more on the training provided

to players, coaches and referees, replacing some of our worn-out equipment and making it easier for more players to participate in this great program.

Please feel free to contact me with any questions you may have about Recreational soccer.



Travel Soccer Director's Report by Bill Gardner

WWPSA Travel continues its mission to provide U7 - U19 players with high-quality training, facilities, and competition, while introducing many new initiatives to further improve the Club's Travel program. In 2011, over 350 players fielded 26 Travel teams competing in 3 leagues including Mid-NJ Youth Soccer Association (MNJYSA), Jersey Area Girls Soccer (JAGS), and Mid-Atlantic Premier Soccer (MAPS). WWPSA continues to be 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 of the best facilities in the state or throughout the region. In addition, the Travel Development Academy (TDA) continues to develop about one hundred 6-9 year old girls and boys interested in a committed focus on skills development and local small-sided games.

In addition to our regular participation in Fall and Spring seasons, WWPSA Travel Teams competed successfully in numerous in- and out-of-state tournaments including the ever-popular Halloween tournaments, our own Sunburst tournament and several Premier and College Showcase tournaments. In addition, many of our youth participated in WWPSA-affiliated programs in the winter and summer offering players an opportunity to participate in winter futsal and indoor leagues and 3-4 Summer Select tournaments in June and July.

This year, one of the primary areas of focus of the Travel organization was to augment its programs through strategic partnerships with well-established training organizations or academies. Our objective was to address a number of challenges we face in our club, including:

- Lack of training consistency across WWPSA Travel Teams, TDA and Recreation;
- Player Pathways from Pre-K to TDA to Travel options (Premier, Classic and Premier Elite) or Recreation;
- Coach educational sessions / seminars;
- Losing players to academy programs or high-level teams in neighboring towns;
- Increased funding to Club.

The Travel Executive Committee considered numerous proposals, from Chelsea Match Fit, New York Red Bulls, ProActive Sport / Maestro and UK Elite. All proposals focused on the establishment of a Director of Coaching ("DOC") who will guide all elements related to the development and management of coaching and player development within WWPSA. The DOC's focus would be:

- Professional guidance regarding player development and program implementation;
- Providing a vision through designing and implementing a player development curriculum;
- Attracting and retaining players who, in the absence of a qualified coaching and development opportunities, are likely to migrate to other clubs that offer these opportunities.

While the WWPSA Board of Directors has approved of this concept, a final decision for partnering with any specific external organizations has not yet been completed. The TEC will continue to focus on this objective in 2012.

Other key areas of improvement in 2011 included:

- Travel Development Program
- Skills Night
- Summer Select.

This spring, the TEC announced Nick Harrison as the TDA Program Coordinator. Nick introduced a 10 week curriculum and organized all parent communications, player evaluations and training. The program is now consistent across boys and girls, with training offered via a partnership between ProActive Sport and Maestro Soccer. TDA now augments the concept of Travel Player Pathways, which involves a focus on defining a progression of individual skills development throughout the Travel program, starting with the TDA and culminating in the formation of appropriately leveled Travel teams, including Elite, Premier and Classic. TDA is now a springboard to U9 Travel soccer, with two teams (1 each for boys and girls) being successfully formed this past fall.

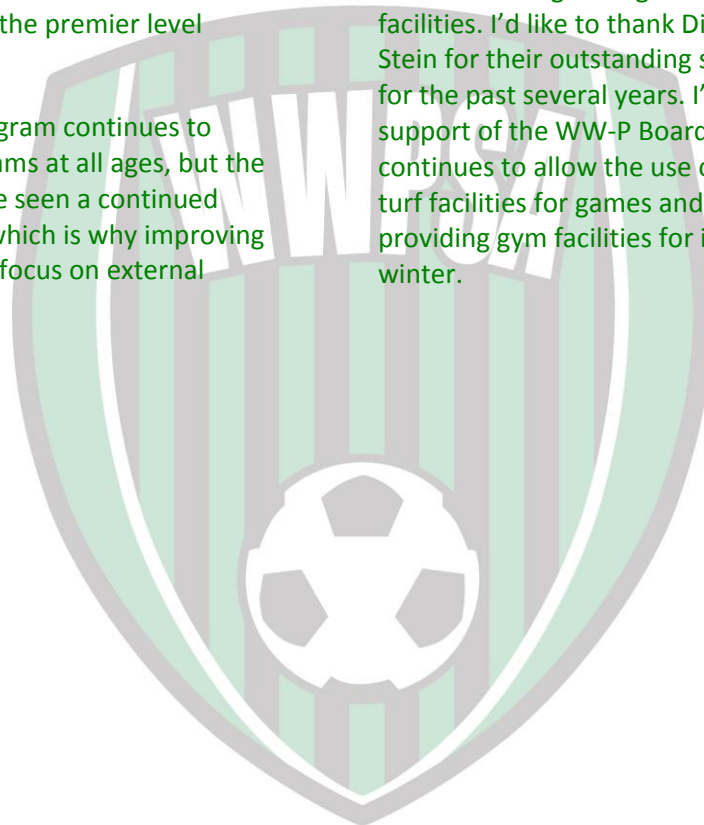
The TEC also announced Jim Buchanon as the Skills Night Program Coordinator. Skills Night is a seasonal program in which several trainers provide training sessions once a week covering individual skills including Ball Mastery, Shooting, 1v1 Skills, Defense, Speed & Agility and Goalkeeping. Jim organized a highly successful program for over 70 kids in the spring and continued the program in the fall. Jim is partnering with key trainers from Maestro, ProActive Sport, New York Red Bulls, and Gold's Gym. Jim is expected to continue to grow this program in 2012.

This summer, we offered our second year of the WWPSA Summer Select program, this time in cooperation with the ChelseaMetro organization and Youth Soccer Alliance (YSA). This program brought many players to WWPSA, resulting in the formation of 9 WWPSA Summer Select teams. These teams had a successful showing in many of the premier level summer tournaments.

Overall, the Travel Program continues to produce highly competitive teams at all ages, but the participation is falling. We have seen a continued decline in teams and players, which is why improving the program offerings and the focus on external alliances is so important.

It must be noted that this program requires a significant number of volunteers to run efficiently. The significant efforts of the Travel Executive Committee (TEC) and all Coaches, Managers and Trainers are sincerely appreciated. The Volunteer Bond program was a major success in drawing new volunteers into the program. We are always looking for more volunteers and better integration within the Club as a whole.

I would like to personally thank everyone in a volunteer position, as well as our Executive Director, Andy Di Duca on all of their efforts on behalf of the Travel Program. In particular, I'd like to recognize the tremendous efforts of Howard Rabin, who has managed our facilities with expertise, established a newly irrigated game-only facility at Zaitz Park, and who has managed all game scheduling and practice facilities. I'd like to thank Diane Kooker and Jacqueline Stein for their outstanding service directing Sunburst for the past several years. I'd also like to recognize the support of the WW-P Board of Education, who continues to allow the use of the High School North turf facilities for games and team practices, as well as providing gym facilities for indoor practices during the winter.



Adult Soccer Director's Report by Mike Donnelly

No report provided.



Soccer Development Director's Report by Paul St. Amour

During 2011, Soccer Development completed a number of exciting initiatives in support of the Club's programs. These initiatives are highlighted below.

ACL Health

ACL injuries can be devastating to athletes of any age. We are seeing more of this type of injury as our kids become faster, more developed soccer players at younger ages. To help players, parents and coaches prevent these types of injuries, WWPSA partnered with Gold's Gym to host and training and injury prevention session. The session was attended by over 25 players. Participants were diagnosed for mechanical issues with their form that might pre-dispose them to an injury and learned how to strengthen their bodies to prevent potential injuries.

Big Brother/Big Sister Program

Building on our success over the past several years, the club continued the Big Brother/Sister (BB/S) programs in 2011. The spring program was a great success. 49 boys and girls participated as BB/Ss supporting our Recreational soccer programs for grades K to 2 (boys and girls). In the fall season, 27 volunteers participated in the program.

In both seasons, the BB/Ss were such a great help to the Recreational soccer program. Their leadership, energy and interest provide a great inspiration to our younger soccer players. From all the players, parents and Board, we thank the Big Brothers and Sisters for their support.

Red Bull Tickets

For the second year, Club members had access to all home New York Red Bull games with excellent seating. A majority of the tickets were sold to club members, resulting in only a \$200 net loss on ticket sales. This financial loss is more than made up for by the appearances and support also included in the Red Bull ticket package. As in the previous year, low sales for select games was caused by limited interest in mid-week games and weekend games that conflicted with other events.

Based on these results, the Board will decide whether to continue the Red Bull's relationship in 2012.

Player Development System

In 2011, Player Development and the entire Board put tremendous energy into exploring a relationship with MatchFit. Ultimately, this opportunity was not viewed as suitable for the Club. During this discussion with MatchFit, other opportunities were either contractually prohibited or not seriously considered by the Board. In 2012, the Board may wish to reconsider addressing other options to enhance the Club's player development and pathway.

In closing, it has been a pleasure being part of the WWPSA Board for the prior four years. At this time, I will be stepping down in order to give somebody with fresh ideas and energy an opportunity to lead the function. I wish the new Director great success and look forward to a continued relationship with WWPSA soccer through my childrens' teams and as a parent volunteer.

Information Technology Report

by Ryan Dolan

During 2011, WWPSA continued using Demosphere International Inc. ("DII") to provide a hosted website, registration, league scheduling, tournament management, 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 manage many of the supporting activities that provide meaningful soccer experiences for all of its members.

With over 2,000 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. In 2011, together with DII, we have updated some of our systems behind the scenes to provide additional tools to volunteers for easier management and lessen the administrative burden of certain tasks.

As part of our ongoing effort to control administrative costs, we moved our e-mail services over to Google, where, as a non-profit organization, we receive access to their Google Apps for Education suite at no cost. This eliminates the need to pay for e-mail accounts hosted elsewhere, but also gives us the ability to use a wide range of other applications, including Google Calendar and Google Docs to more efficiently share information among volunteers.

Also during 2011, we also began utilizing Constant Contact® for some of our more frequently-broadcasted e-mails, including Red Bulls ticket sales and information about our sponsors. Constant Contact® allows us to quickly schedule, update, and resend e-mails to our members. Additionally, we

moved the WWPSA Online Store to PayPal™. This move creates a more streamlined process for purchasing WWPSA merchandise and provides more tools to monitor sales history in order to better prepare our next inventory orders.

We continue to use SurveyMonkey® for regular collection of information for various purposes, including feedback from Travel parents, Travel team manager applications, Board of Directors nominations and elections, and feedback on key proposals. We also continue to offer the free RainedOut™ service to our members to instantly inform all subscribers of closed fields due to inclement weather conditions.

In 2012, we are planning to take full advantage of the Google Apps suite to share key dates and documentation between volunteers at all levels. New protocols will be established to ensure critical knowledge remains within the club even after leaders step down.

2011 Registrations Summary:

	2011	2010
Adult Rec Spring	125	88
Adult Rec Fall	119	82
Adult Competitive Spring	26	29
Adult Competitive Fall	26	42
Adult Summer 5v5	84	144
Big Brothers / Big Sisters	49	45
Youth Rec Spring	701	581
Youth Rec Fall	1,267	1,229
Youth Travel Soccer	295	329
Youth TDA Spring	65	59
Youth TDA Fall	40	90
<i>Total</i>	<i>2,797</i>	<i>2,718</i>

Sunburst Tournament Director's Report by Jacqueline Stein

The 17th Annual Sunburst Tournament was again held over two days during the first weekend after Labor Day. The weather was beautiful and the turnout was terrific, with 233 teams participating in brackets from U9 to 19. The tournament used Zaitz as our short-sided complex and used Duck Pond Park as our full-sided complex, with additional games held in Mercer County Park proper as well as West Windsor Community Park fields 1 and 2. In total, 27 fields were used to field 466 games over the weekend.

WWPSA fielded 24 teams, with 2 finishing 1st and 1 finishing 2nd in their respective flights. Other participants came from Pennsylvania and New Jersey.

The club did not distribute Sunburst Tournament patches this year. As has been done in the past, Sunburst awarded participation medals for

all short-sided teams and distributed trophies to the first- and second-place teams in each full-sided flight. The tournament was again profitable and the comments were mostly positive. Sunburst 2011 earned a profit of \$38, 541.

Providing entertainment for the weekend were Tyler Lassiter and Teddy Schneider, two rookies on the New York Red Bulls, who came by on Sunday. Also in attendance were our friends from Maestro Soccer and Gold's Gym Lawrenceville who had interactive areas for the players and their families.

Sunburst 2012 is scheduled for June 2-3, 2012, and preparations are underway to ensure a successful and fun-filled tournament.



KidSafe Report by Justin D. Stein

WWPSA follows the Mid-NJ Youth Soccer Association's (MNJYSA) KidSafe Policy. This policy is the basis for WWPSA's KidSafe program. This program's main goal is to require that all WWPSA volunteers who have contact with children are fit to do so. The basis for this determination is a questionnaire that said volunteers must complete every 4 years, according to the terms of the MNJYSA KidSafe Policy.

In 2010, the WWPSA Board elected to temporarily suspend requiring these volunteers to also submit personal information so that a

background check per performed as a secondary step. This decision was made to reduce spending and in light of the fact that during the past seven years, only two individuals received unfavorable results from National Center for Safety Initiatives or the New Jersey State Police, and neither of those unfavorable results were for reasons agreed-to by the Board that would prevent a volunteer from serving in a capacity where they would be working directly with children participating in WWPSA programs.

The Board reconfirmed this decision in 2011.



Merchandise Report by Carolyn Demouth

Merchandise sales this year were \$1,904, which amounts to less than half what we sold last year. Sales were down for three reasons:

- Internet sales were down \$900 because of the way our website sales were set up.
- We had two fewer days to sell this year, since WWPSA did not have the Opening Day for Fall Rec which last year brought in \$485, nor did we sell at the Skills Challenge day that brought in \$150 last year.
- We no longer sell Restaurant Discount tickets which last year brought in \$400.

However, cash sales of merchandise on Photo Day were still strong, \$1,653 this year, so I am confident our product can still sell well. We just need to get it out there a bit more!

Our merchandise this year included WWPSA t-shirts in black and white, black hoodie sweatshirts

for adults and kids, Nike training jackets for adults and big kids and shorts for men. We have baseball caps, sack packs, black fleece blankets, knit hats for kids and tie-dyed green t-shirts. New this year, we have green and white insignia golf umbrellas and water bottles for sale. And of course, we have our popular green WWPSA car magnets. All our items have the WWPSA logo on them.

Again this year at Photo Day, we welcomed World Bagel as they sold 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 Photo Day. We could not have done it without all of you! And especially, thank you to everyone who purchased fan wear. Your support is appreciated. I hope everyone enjoys their new items and wears them with a great sense of our WWPSA community.

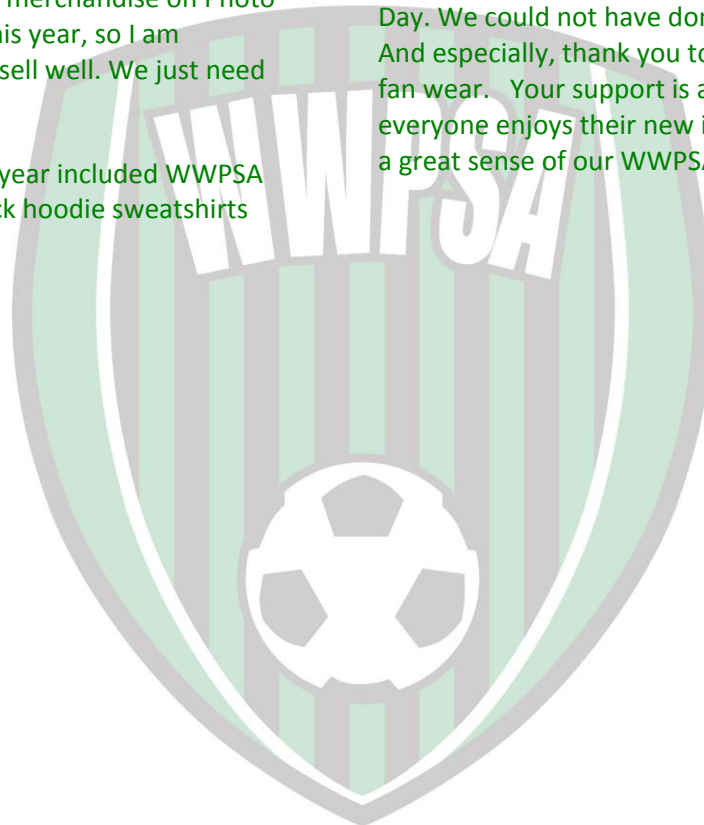


Photo Day Report by Mary Painter

Who knew what a really good thing we had until we didn't have it anymore? After many years, we had to say goodbye to Bob DeLorenzo and All Sport Photo and Trophy as our club photographer when Bob sold his photography-side of the business. It was a bumpy morning, but eventually the new photographers arrived and got caught up on waiting teams. We had a few game near-misses – big kudos to all the refs who waited around for the late teams, and the coaches who had to ref their own games. It was definitely an "it's all good" state of mind day.

Special thanks to our tireless Volunteer Coordinator, Cindy Alvarez, who provided a full roster of parent volunteers, and Vineet Agarwal, who stepped in to draft the day's schedule and help oversee the event. Of course, none of this could have happened without the many volunteers who turned out to actually run the event. Thanks to Bagel World for again providing coffee, bagels, muffins and juice.

It could almost be considered a comedy of errors, and maybe one day I'll laugh about it. As

mentioned above, once the photo crews (who were sent to Millstone Township's elementary school) finally arrived at Millstone River Elementary School in Plainsboro, the photographers eventually caught up and we finished almost on time. To the great distress of the photo company, shortly before our club's photos were to be processed their entire computer network crashed. The photos were saved, but all the individual customer information of our club, and countless others, had to be re-input one-by-one, putting them weeks behind on their orders. Photos are finally landing in mailboxes, with coach plaques and team photos due to arrive shortly. As an apology from Sportography, every package ordered should include an individual photo magnet. Also, if you did not receive your team photo, they are arriving with the coaches' plaques and will be available shortly.

For team photos, you can contact me at sec@wwpsa.org, or your coach. If you have any issues with your orders, please contact Vanessa Assa of Sportography at vassa@sportography.com, or (877) 792-9257, Ext 201.



Sponsorship Report by Justin D. Stein

WWPSA is always looking for ways to provide clear, measurable value to its sponsors in exchange for their contributions to the Club. WWPSA's Executive Director, Andy Di Duca, was charged specifically with finding new sources of revenue through new sponsorship arrangements and he did very well, bringing in \$8,000 in revenue credited to Sunburst and \$8,800 in general sponsorship revenue.

Some of the options discussed included:

- Creating an annual Memorial Award to commemorate outstanding achievement or leadership in a specific WWPSA program that can be named after someone who exhibited those same traits as the nominees;
- Field naming rights for the fields at Duck Pond Park, including permanent signage and recognition at every event or activity held on that field;
- Semi-permanent banners on light tower poles at West Windsor Community Park, Conover Park and Duck Pond Park.

We believe that these ideas will help draw potential sponsors to strongly value aligning themselves with WWPSA and help support the numerous activities and events run by WWPSA volunteers. In addition, we wish to thank our recurring sponsors for their continued contributions and always welcome suggestions as to how we can improve our relationship for mutual benefit.

New sponsors to WWPSA in 2011 include Huntington Learning Center, Princeton Mini and Gold's Gym Lawrenceville, who have all expressed a commitment to multi-year arrangements.

Please help support our sponsors!



Scholarship Report

by Justin D. Stein

WWPSA awards scholarships to graduating seniors who demonstrate continued contributions to the Club in addition to participating in WWPSA programs. Candidates must submit an application that

details their WWPSA activities, contributions to the Club and a brief essay.

No scholarships were awarded in 2011.

