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

2010 was, by far, the most challenging year since I took over as WWPSA Chairman / President five years ago:

- We welcomed a new face to WWPSA Leadership in our new Executive Director, Andy Di Duca;
- We began servicing the debt from the construction of the lights at Duck Pond Park;
- We strategized how to improve volunteerism and instituted a Volunteer Bond;
- We transitioned to a new apparel relationship with Nike;
- We faced a cash shortage and worked with our vendors and reprioritized strategic expenditures;
- We initiated a new relationship with the New York Red Bulls professional soccer team;
- We transitioned mid-year to a new Director of Travel Soccer; and
- We began planning for transition at several Board positions after 2010.

I would like to thank Andy for his energy and ideas, many of which we are considering how to best implement in the seasons to come, including documenting and implementing a Club-wide training methodology by which everyone – from players to coaches to trainers, and across programs from Rec to TDA to Travel – will understand how WWPSA will be training players and what they will be learning, including how they will be able to measure their progress over the course of each season and how they can improve their skills going forward. We believe that this program, once fully phased in over 1-2 years, will help our players play better quality soccer by receiving periodic feedback from their trainers and coaches and work to demystify some of the measurements used during the Travel Tryout process.

After a rocky (pun intended) first year, our fields at Duck Pond Park have filled in nicely, thanks to our tireless Facilities crew, led by our Director of Facilities Howard Rabin, and we enjoyed having the entire complex online this fall. The stadium-quality lights enabled us to hold night-time practices simultaneously for at least six teams – more for the younger players – and serve as our primary training facility.

Reluctantly, the Board decided to introduce a Volunteer Bond of $75 per player, up to $150 per household, to encourage volunteerism and restore a sense of community within our association. While the Board communicated as often as possible with parents, many questions still remained so we did our best to explain the program and provide ample opportunity for parents to earn back their deposits. As of November 30, 2010, we collected 1,267 volunteer bonds and refunded 561. Those who have not yet met their requirements to earn a refund of their Volunteer Bond will have until June 30, 2011, to volunteer for a suitable role; after that date, any remaining bonds will be transferred to the General Fund from which cash is obtained for ongoing operations. Please understand that this program was not a fundraising effort, but rather a way to help those volunteers who willingly donate their time for the benefit of others’ children and the great game of soccer. By doing so, we hope that more people will be more willing to step forward to help in WWPSA Leadership positions on the Board and in running our most critical and popular events so that the burden of running these activities for over 2,200 children is spread amongst more of U.S. and the effort required by the leaders is lessened.

With a measured decline in enrollment, we realized a shortage of cash with which continuing operations are funded. As such, we postponed some planned facilities expenditures, decreased the number of mid-week training sessions offered to our Fall Rec players, negotiated with our vendors for more favorable terms and looked everywhere for ways to conserve cash. Through our efforts we believe that we have temporarily weathered the predicament and are well-positioned to fund operations through the end of 2011.

Our commitment to Nike has started well, starting with our new Travel soccer uniform kits for the fall and all new uniforms for Fall Rec players that look and fit great! Many thanks to our friends at Ewing Sports for helping to make sure that our players and coaches got what they needed. Nike also started our budding relationship on a strong note when they brought their Promotional Van to Sunburst 2010, which allowed players to try out new Nike footwear, kick the ball around with some outstandingly talented players and play some FIFA 2010 between games.
We’re looking forward to working with Nike to continue to leverage our Club’s purchasing power to increase the value received by our players, coaches and parents.

For the first time, WWPSA became a Club Partner of the New York Red Bulls, resulting in 25 season tickets just yards from the goal; appearances by Red Bulls players at WWPSA events – Dane Richards came to Sunburst, while Kevin Golthwaite came to the Inaugural Skills Challenge, as well as the Red Bulls Street Team; clinics for WWPSA coaches by Red Bulls coaches; and a summer camp run by the Red Bulls here in West Windsor. While the tickets sold sporadically at first, once WWPSA families received a taste of professional soccer in a sparkling new soccer-only stadium and with seats so close to the action they could feel the players’ intensity, tickets became something that our families eagerly purchased at our below-face value cost, which we believe will help continue to spread the love of soccer. The Board has decided to renew our arrangement in 2011 so stay tuned for when tickets to 2011 Red Bulls games will be again available!

Glenn Gargan stepped down as Director of Travel Soccer during 2010 due to personal and professional commitments, so Bill Gardner volunteered to step up from his role as Deputy Director of Travel Soccer to serve in Glenn’s place for the remainder of 2010. With other Directors communicating they intend not to run for their positions on the 2010 Board, we on the Board need to work on smoother transition plans to ensure that there is always someone who is not only willing, but also well-informed as to how to perform the duties of any Board-level position for which they volunteer. As such, many of us on the Board have documented our tasks and responsibilities, communication points with those within and outside of WWPSA, as well as a timeline for fulfilling the responsibilities of our appointed roles to make transitioning to a new volunteer simpler and less daunting.

I would like to thank John Slater for his two years of tireless service to WWPSA as the Director of Recreational Soccer. Under his leadership, he eagerly jumped in to help to make sure tasks were completed and kids had a place to play Rec soccer, frequently to the detriment of his family and professional responsibilities. We wish John well and thank him again for his immeasurable contributions to our Club.

As for me, I have decided to step down as WWPSA Chairman / President and have decided to stay on in a more focused role so I can remain involved in the association and help whoever volunteers to fill this role to transition into the job. I take great pride in the work that I and so many of hundreds of core volunteers have performed over the past five years and know that the next leader of the WWPSA Board of Directors will be well-positioned to succeed with an enormously capable supporting cast. I have given much family and professional time to this great organization and the time has come to allow a new steward to lead WWPSA into the next decade. I have enjoyed meeting and working with so many of you, and thank you all for your contributions and dedication.
I am pleased to be writing my first Annual West Windsor-Plainsboro Soccer Association (WWPSA) Report. First, I would like to thank the Board of Directors and the two Executive Committees for accepting me into the Association. It has been an honor to work as the club’s Executive Director.

This year has been a transition for me, as I have had to familiarize myself with the Association’s makeup, learn how programs are led, forge relationships with key volunteers and understand player development provisions. I am impressed by the size of the Association and the potential it has for the future. For example, WWPSA can boast about the size of its programs due to the number of players participating weekly, the quantity and quality of the fields, and the dedicated number of key volunteers ranging from coaches to the Board. Despite WWPSA’s perception of having low registration numbers and limited volunteer support, we are still in a more fortunate position than most local clubs due to our high level of resources available.

Entering 2010, my priorities were to:

1) Recruit members into key volunteer roles and create manageable task forces to offer increased support to the already-overburdened leaders and program coordinators;

2) Help stabilize the Club’s finances while final capital projects are completed, as well as by setting up a Fundraising Committee;

3) Improve the quality of WWPSA’s Player Development strategy.

1) Volunteers: In a Club that is of this size and considering the high percentage of commuters, it is of little surprise that volunteer support is not entirely forthcoming; smaller clubs even struggle. Running a club the size of WWPSA demands a large degree of membership support and sacrificed hours to ensure the best service is offered to its members. With the economy affecting families nationwide, volunteerism is perhaps not a top priority. Due to the Board’s positive move to implement a Volunteer Bond, WWPSA has been able to ensure that events are well-staffed and organized and that over-burdened volunteers get the support they desperately needed.

This year, more than 30 promising leadership-level volunteers have supported the club in positions such as Equipment Management, Facility Operations and Volunteer Management. With further guidance from the Board, these tasks will only become better and achieve greater productivity over time. Thank you to Mary, Kristen, Theresa, Cindy, and Christine for processing volunteer bonds and recruiting extra volunteers to sign up for club events.

2) Finance: WWPSA rightly improved its facilities by expanding the usability of fields in West Windsor and Plainsboro townships. From a financial viewpoint, the club is now near its maximum spending capacity.

The club has worked to secure future financial payments for the lights at Duck Pond Park. It has also tightened event operating funds, resulting in more-profitable events and thus replenish the club’s finances. Goal Fest was an excellent example of swinging a nearly $1,000 deficit into a more-than $1,000 profit. These financial saving measures have ensured that the club is more financially conscious than in previous seasons, which will only allow the Club to preserve its status for many years to come.

3) Player Development: Coming from a Player Development background, I have noticed that WWPSA makes a conscious effort to cater to its members’ ability levels. This year saw the first Annual Skills Challenge for players to test their skills in a fun and safe environment. Our friends at New York Red Bulls supported this event with their interactive Street Team, reinforcing the importance of skill development with a great show of their favorite tricks. WWPSA hopes to run this event each year and to increase its popularity for 2011.

The club also paid for season tickets to Red Bulls games, enabling its members to be exposed to live professional soccer. This is a great example of the direction the club has taken in promoting the importance of observing the game at a high level. WWPSA is securing this offer for the 2011 soccer season and hopes to see improved ticket sales, as the
New York Red Bulls had a great season this year and reached the playoffs.

I formed a Player Development Council to focus on players’ performance as well as the quality of service they receive from parent and professional coaches. Some progress has been made through Pedro’s guidance. We are currently in Phase One, which involves promoting the importance of creating and distributing session plans and player evaluations to coaches and players, respectively. There are several more areas to focus on, but for the Council’s first season, it has made some improvement on the Club’s provisions. Thank you to Pedro, Ben, Jay and Paul for their ideas and energy to date.

As Executive Director, my priorities for 2011 are to further develop these key areas:

1) Improve the club’s financial strategy with the support of all Board members.

2) Enrich volunteer support by recruiting interns from WW-P high schools and neighboring colleges and universities to offer energy, enthusiasm, and knowledge to vital areas of the club.

3) Further enhance the Player Development program by ensuring that players receive a quality program and that coaches are further educated to offer players the best options.

4) Work closely with the Fundraising Committee to generate an increased revenue stream into the Club.

5) Increase marketing and communication efforts in order to inform the community of the Club’s achievements and events throughout the seasons. Hopefully, with greater awareness, WWPSA will become further known in the community and interest in WWPSA will increase.

6) Improve the Club’s link with the local school district in order to develop an effective outreach program with the aim of increasing membership.

Again, thank you for the honor to work for this club, West Windsor-Plainsboro Soccer Association.

Andy Di Duca - Executive Director
Finance Director’s Report by Patti Stanley

Overall, 2010 saw unanticipated challenges for WWPSA’s fiscal status. With new obligations for the debt service on the light towers at Duck Pond Park, reduced enrollment across-the-board in all WWPSA programs and a new purchasing cycle for uniforms, WWPSA faced a severe cash shortage for the first time in many years.

The past three years, WWPSA has meticulously focused its cash reserve to address shortcomings with its facilities, improving the fields at West Windsor Community Park, Conover Park, Zaitz Park and developing new fields at Duck Pond Park. This initiative, while extremely beneficial for the players and teams who use them, has strained the excess cash that had been set aside for these improvements and now must be restored to some extent.

The Board of Directors has identified several ways to reduce expenses and raise revenue and with these efforts, plus a turnaround in the U.S. economy that may increase registration, should restore WWPSA’s financial footing towards the latter part of 2011. In the meantime, care must be exercised to invest WWPSA’s cash wisely in projects that meet a more stringent cost-benefit analysis and to conserve cash where the test is not met.

See the 2010 Income Statement from January through November, 2010, and the 2010 Balance Sheet as of November 30, 2010, on the following pages.
### W.W.P.S.A. Balance Sheet
As of November 30, 2010

<table>
<thead>
<tr>
<th>Asset Category</th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ASSETS</strong></td>
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<tr>
<td><strong>Current Assets</strong></td>
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<tr>
<td>1956 WWPSA Volunteer Bond</td>
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<td>1969 WWPSA Operating</td>
<td>6,594</td>
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<td><strong>Total Bank Accounts</strong></td>
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<td><strong>Other Current Assets</strong></td>
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<tr>
<td>1970 Short Term Investments - WWPSA</td>
<td>57,239</td>
<td>100,226</td>
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<tr>
<td>1980 Short Term Inv - Facilities</td>
<td>-</td>
<td>11,063</td>
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<tr>
<td>1160 Deposits</td>
<td>1,200</td>
<td>1,200</td>
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<td><strong>Total Other Current Assets</strong></td>
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<td><strong>$ 112,489</strong></td>
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<td><strong>Total Current Assets</strong></td>
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<td><strong>Fixed Assets</strong></td>
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<tr>
<td>1600 Shed/Storage Container</td>
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<td>9,450</td>
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<tr>
<td>1620 Lights</td>
<td>440,444</td>
<td>440,444</td>
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<tr>
<td>1660 Construction in progress</td>
<td>203,735</td>
<td>203,735</td>
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<tr>
<td>1745 Accum depreciation</td>
<td>(41,959)</td>
<td>(35,962)</td>
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<td><strong>Total Fixed Assets</strong></td>
<td><strong>$ 611,670</strong></td>
<td><strong>$ 617,647</strong></td>
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<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td><strong>$ 752,564</strong></td>
<td><strong>$ 765,896</strong></td>
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### LIABILITIES AND EQUITY

<table>
<thead>
<tr>
<th>Liabilities</th>
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</thead>
<tbody>
<tr>
<td><strong>Liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2200 Volunteer Bond Payable</td>
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<tr>
<td><strong>Total Other Current Liabilities</strong></td>
<td><strong>$ 79,895</strong></td>
<td><strong>$ -</strong></td>
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<tr>
<td><strong>Total Current Liabilities</strong></td>
<td><strong>$ 79,895</strong></td>
<td><strong>$ -</strong></td>
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<tr>
<td><strong>Long Term Liabilities</strong></td>
<td></td>
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</tr>
<tr>
<td>6121 Musco Lighting - Duck Pond</td>
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<td>319,634</td>
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<tr>
<td><strong>Total Long Term Liabilities</strong></td>
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<tr>
<td><strong>Total Liabilities</strong></td>
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<td><strong>$ 319,634</strong></td>
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</table>

<table>
<thead>
<tr>
<th>Equity</th>
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</thead>
<tbody>
<tr>
<td>Fund Balance</td>
<td><strong>$ 398,634</strong></td>
<td><strong>$ 446,262</strong></td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES AND EQUITY</strong></td>
<td><strong>$ 752,585</strong></td>
<td><strong>$ 765,896</strong></td>
</tr>
</tbody>
</table>
# W.W.P.S.A.
## Profit & Loss
### January - November, 2010

<table>
<thead>
<tr>
<th>Income</th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>4000 Revenues</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4010 Youth Recreation</td>
<td>201,244</td>
<td>202,696</td>
</tr>
<tr>
<td>4018 Non-Volunteer Fees</td>
<td>3,300</td>
<td>8,875</td>
</tr>
<tr>
<td>4020 Travel Soccer</td>
<td>212,160</td>
<td>218,894</td>
</tr>
<tr>
<td>4030 Adult Soccer</td>
<td>24,898</td>
<td>20,207</td>
</tr>
<tr>
<td>4100 Miscellaneous</td>
<td>13,137</td>
<td>16,950</td>
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<tr>
<td>4200 Facilities</td>
<td>7,515</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total 4000 Revenues</strong></td>
<td><strong>$462,254</strong></td>
<td><strong>$467,621</strong></td>
</tr>
<tr>
<td>4300 Realized Gain (Loss)</td>
<td>-</td>
<td>(1,790)</td>
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<tr>
<td><strong>Total income</strong></td>
<td><strong>$462,254</strong></td>
<td><strong>$465,832</strong></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenses</th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>5000 General and Administrative</td>
<td>82,261</td>
<td>100,882</td>
</tr>
<tr>
<td>6000 Fields &amp; Facilities</td>
<td>75,071</td>
<td>133,578</td>
</tr>
<tr>
<td>7000 Recreation</td>
<td>128,221</td>
<td>128,546</td>
</tr>
<tr>
<td>8000 Travel</td>
<td>197,137</td>
<td>168,856</td>
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<tr>
<td>9000 Adult League</td>
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<td>3,300</td>
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<td><strong>Total Expenses</strong></td>
<td><strong>$490,558</strong></td>
<td><strong>$534,963</strong></td>
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<tr>
<td><strong>Net Income</strong></td>
<td><strong>$ (28,304)</strong></td>
<td><strong>$ (69,131)</strong></td>
</tr>
<tr>
<td><strong>Add: Capital Projects</strong></td>
<td>27,728</td>
<td>79,369</td>
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<tr>
<td><strong>Net Income from Operations</strong></td>
<td><strong>$ (576)</strong></td>
<td><strong>$ 10,238</strong></td>
</tr>
</tbody>
</table>
Facilities Director’s Report by Howard Rabin

As the Fall 2010 season comes to a close, WWPSA faces a range of facilities issues and challenges. We have excellent fields and resources at our disposal. We plan to utilize and improve these facilities for years to come.

SAFETY

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

All of our goals have safety warning signs posted prominently. Every 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.

Remember, at least two (2) adults must be present at all WWPSA functions. Please communicate this requirement to your team’s parents to make sure at least one parent is always there with a coach. The two adults present at each event 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, Recreational 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 each year.

This past summer’s record heat damaged many of our fields. Despite this setback, through the efforts of many volunteers we have restored and improved our playing surfaces. In 2011, our members will see continued improvements at Duck Pond Park, West Windsor Community Park, Conover Park and Plainsboro Community Park. At each of these locations, we have dedicated time, energy and resources to improve the infrastructure. The benefits are visible on the playing surfaces.

With the cooperation of West Windsor Township, we plan to implement significant improvements at Zaitz Park during 2011. Along with our continued use of both High School turf fields, as well as the game-only fields at Conover and a premier game field at West Windsor Community Park, Zaitz Park will provide high-quality, game-only fields. The combination of our game-only fields and 11 lit practice fields gives WWPSA a clear advantage over other New Jersey soccer clubs.

Recognition

We rely upon volunteers for field set-up, field break-down and many of our facilities projects. This year, we have expanded the role of certain key facilities volunteers. WWPSA recognizes the efforts of Paul St. Amour, Jeorg Claus, Jason Barcello, Jackie Knox, David Morales and Susan Long. Their efforts have benefited the entire association.
Recreational Soccer Director’s Report by John Slater

No report provided.
WWPSA Travel continues to focus on providing U7 - U19 players with high-quality training, facilities, and competition, while introducing many new initiatives to further improve the Club’s Travel program. In 2010, over 450 players fielded 33 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 and 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-state and out-of-state tournaments including pre-season, the ever popular Halloween tournaments, our own Sunburst tournament and several Premier and College Showcase tournaments. Many of our teams performed very well in these tournaments, becoming Champions or Finalists, including the U11 Girls Dynamite and Cheetahs, U12 Girls Fire and U12 Boys Pumas, U13 Girls Comets, U14 Girls Pride, and U17 Girls Challenge. We also recognize outstanding participation by our U9 and U10 Girls and Boys teams (no awards presented at these ages). In addition, we had four premier teams compete in the NJ State Cup, with two of those teams advancing to the third round of 16 (U11G Dynamite, U14G Pride) and one team (U13B Barcelona) making the State quarterfinals.

In many ways, we focus on improving our brand recognition this year. In the beginning of 2010, we introduced our new Travel patch, specifically highlighting our location (West Windsor-Plainsboro), as well as our year of formation (1979). This summer, in partnership with the NJ Wildcats organization, we offered the first-ever WWPSA Summer Select program. This program brought many new players to WWPSA, resulting in the formation of six WWPSA Summer Select teams. This demonstrated a viable model from which we hope to grow the program in the future. In the fall we introduced our new Travel uniforms by Nike, highlighting WWPSA across the chest. All of these introductions raise the awareness of our club and represent the pride we take in our brand. The same themes were introduced in the Travel Development Academy and Recreational soccer, keeping the look-and-feel of our programs consistent.

We have initiated an objective to bring greater consistency and continuity throughout the Travel Program. Since the inception of TDA, we have endeavored to develop our youngest players in a manner that is consistent with the long-term goals of the Travel program, utilizing professional trainers for games and practices. This fall, we began to introduce the concept of Travel Player Pathways, focusing on defining a progression of individual skill development throughout the Travel program, starting with TDA and culminating in the formation of appropriately-leveled Travel teams, including Elite, Premier and Classic. This fall, we focused on clarifying the requirements relating to the transition of players from TDA to Travel. For example, TDA teams are now being formed to participate in tournaments, easing the transition to full Travel programs. Our U9 TDA Boys played in Spook-a-Rama and are planning to form a TDA team to play in the MNJYSA league in Spring 2011.

Continuing with this theme, we partnered with our trainer organizations to commence two new initiatives for Travel teams, including written session plans and individual player evaluations. Again, over the course of several seasons, we hope to gather information from all our trainers to improve consistency of the quality of training between the teams and develop a more robust Travel Player Development program.

We introduced the first ever Skills Day in June. Over 100 participants demonstrated and competed in six different skills from Dribbling and Ball Mastery, to...
Passing and Shooting drills. The Red Bulls Street Team appeared and demonstrated their outstanding skills in front of a large audience. The kids (and parents) had a great time and many went home with trophies recognizing their success. This served as a kickoff for a new seasonal program called WWPSA Skills Night, in which several trainers provide training sessions each Monday night covering Ball Mastery, Speed & Agility, and Goalkeeping.

Overall, the Travel program has had a very successful year, with the introduction of many new programs. 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. There are now more than 75 people in key roles across the Travel program, which enables games and practices to be run throughout the Fall and Spring seasons. We are always looking for more volunteers and better integration within the WWPSA Club as a whole, so please e-mail me at travel@wwpsa.org if you are looking for ways to contribute.

I would like to personally thank everyone in a volunteer position, as well as our Executive Director, Andy Di Duca, on all their efforts on behalf of the Travel Program. 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 synthetic turf facilities for games and team practices, as well as providing gym facilities for indoor practices during the winter.

I am looking forward to another prosperous year in 2011!
Adult Soccer Director’s Report by Mike Donnelly

The adult programs – both competitive and recreational – continue to do well. On the competitive side, The WWPSA Wasps finished the Spring 2010 season winning each game and were top of the table for the regular season. The Wasps were defeated in the end-of-season tournament on penalty kicks after their opponent scored in extra time to equalize the game. The Cosmos also fielded a strong team, finishing in the middle of the table in a very competitive league. In the fall season, we added to our adult competitive teams the West Windsor Wrecking Crew, an open-age men’s team that competes in the Garden State Soccer League. The addition of this younger team has been beneficial in running a combined practice during the week and has improved all three teams’ training and competitiveness. Ideally, this may provide an opportunity for other under-30 adults who wish to compete.

Our recreational programs also continue to be successful. In Spring 2010, the Adult Rec program had over 100 registrants, all of whom seemed to enjoy themselves. In Summer 2010, we ran an open age co-ed 5v5 league which quickly sold out at 140 players! This was very popular and we hope to do it again this summer depending on the number of lit fields available. The number of Fall Adult Rec registrants fell a bit to 70+ registrants from 100 in 2009, but boasted an entirely new team that was formed from one of the summer 5v5 teams.

I plan to continue these programs while there is sufficient interest. I am always interested to hear new ideas and I am especially interested in hearing any ideas to provide opportunities for adult women to play. Our Adult Rec league is coed but I am not sure that is enough, so please feel free to contact me at adultsoccer@wwpsa.org if you have any questions or suggestions.
Soccer Development Director’s Report by Paul St. Amour

During 2010, Soccer Development completed a number of exciting initiatives in support of the Club’s Recreational, Travel and Adult programs. These initiatives are highlighted below. Anyone interested in participating in the Club’s player development organization is encouraged to reach out to Paul St. Amour at training@wwpsa.org.

Rutgers SAFETY Class

The Rutgers S.A.F.E.T.Y. Clinic (Sports Awareness for Educating Today’s Youth) is a three-hour program that meets the "Minimum Standards for Volunteer Coaches Safety Orientation and Training Skills Programs" (N.J.A.C. 5:52) and provides partial civil immunity protection to volunteer coaches under the "Little League Law" (2A:62A-6 et. seq.). This class is important protection for any volunteer coach. Every coach / assistant should attend this session once in their coaching career. The class was scheduled for Tuesday, August 10, however was cancelled due to a lack of interest.

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. Also, research has found that young girls, no matter how active, are much more prone to this injury than boys of similar ages and athleticism. For these reasons, the club offered this session with Doctor Adam Redlich from A+ Athlete - Sports Medicine (www.AplusAthlete.com) on Wednesday, August 11. Dr. Redlich talked about how to plan training sessions to strengthen knees and thus avoid ACL injuries. The session was mandatory for all teams (coach, trainer or team parent). Approximately 20 parents and coaches attended, which was much lower than expected.

Coaching 102 Class

The Coaching 102 class was designed by WWPSA as a precursor to the F license. The content incorporates best practices and suggestions to manage a team and get a new team started. Coaching 102 should be taken by all new Recreational and Travel coaches. The class was held on Wednesday, August 25 and was attended by 15 coaches.

Coaching F License Class

The F license is the first step in a nationally-recognized coaching accreditation. The session was run by a clinician from NJ Youth Soccer. This license is critical for all coaches and required for all Travel coaches. Coaches were shown how to plan and conduct age-specific training sessions. The class consists of classroom and field modules. WWPSA hosted this class on Friday, August 27, and Saturday, August 28. Forty coaches and trainers attended the class, which is the maximum class size permitted by NJ Youth Soccer.

Big Brother/Big Sister Program

Building on our success over several past several years, the club continued the Big Brother / Sister (BB / S) programs in 2010. The spring program was a great success. Forty-five boys and girls participated as BB / Ss supporting our recreation soccer programs for grades K-2 (boys and girls). In the spring, the BB / S typically take on a more significant role in the training sessions. These positions are paid by the club due to the limited volunteerism from our parents. In some cases, the BB / Ss donated their compensation to charity and used the hours to fulfill community volunteer requirements.

In the fall season, the WWPSA Big Brother / Sister program is all-volunteer. BB / Ss assist parent coaches and trainers run practice and game sessions. One BB / S was assigned to each of the 42 K, 1st and 2nd grade boys and girls teams.

In both seasons, the BB / Ss were a tremendous 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.

Grade 9 Referee Class

The Grade 9 referee license enables referees to officiate recreational games up to U14. These are paid referee positions available to U12 and older participants. WWPSA hosted this training, which was run by the NJ Referee Committee, on Saturday,

1 Volunteers are typically fulfilling National Honor Society and religious organization volunteer requirements.
September 25. Forty aspiring referees attended the class. All forty passed the test. This is the maximum class size permitted by NJ Refs. Participants came from West Windsor, Plainsboro and surrounding communities. Following the class, the referee assignor had 25 new grade 9 referees register to work for WWPSA.

New York Red Bulls Tickets

The first year of the Club’s relationship with the New York Red Bulls had mixed results. Club members had access to all home Red Bulls games with excellent seating, five to seven rows just behind and to the right of a goal. For many games, these tickets were in high demand. In addition, the player appearances, Street Team appearances and coaching sessions were well-received. However, for several games, ticket sales were not robust. As a result, the club lost $1,600 on the total program. Low sales for select games was due to short availability of tickets before first two games of season, limited interest in mid-week games and weekend games that coincided with other events.

Based on the net positive results of the program, the Board elected to continue the Red Bulls relationship in 2011. We will be more aggressive with ticket sales and look to maximize the value of appearances and coaching sessions.

Player Development System

In 2010, a new Player Development System was introduced to the Club. This includes a player pathway, development model and new coaching guidelines. The system was primarily developed by our new Executive Director, Andy Di Duca. This information is available in the Player Development section of the website. In 2011, this program will be further deployed and refined.

Figure 1: Red Bulls Ticket Sales

Figure 2: WWPSA Player Pathway
Information Technology Report by Brent Nielsen

During 2010, WWPSA continued using Demosphere International Inc. ("DII") to provide the 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.

Also during 2010, the WWPSA website was upgraded with a more user-friendly “look and feel”. Areas of improvement include a repositioning of the most frequently visited links to the header of each page such that site navigation is more easily accessible, drop-down lists provide quicker access to information about the programs offered by WWPSA from anywhere in the site, improved page layout that accommodates wider monitors to see more content with less scrolling, updated banners with pictures of club members, the ability to create single-purpose calendars for specific programs as needed, and the option to create photo galleries within articles.

As part of our ongoing effort to control administrative costs, we renegotiated terms with DII to lower our overall IT spending. In addition, we halted use of Simulscribe, a voicemail transcription service we had used to reduce the amount of time that our administrative users spent listening to voicemails left on our phone system. This decision was made due to the limited time of when the system was online, primarily leading up to the fall seasons.

We continue to use SurveyMonkey for regular collection of information for various purposes, including Travel Parent Feedback, Travel Coach Applications, Board of Directors Elections, etc.

Also introduced in 2010 were WWPSA’s Facebook page where we post news about upcoming WWPSA events, as well as an exciting new feature from RainedOut, a service that allows us to broadcast via text messages to all who subscribe whenever fields are unplayable due to inclement weather conditions. This time-saving service is the modern-day equivalent of yesterday’s phone chain and allows us to provide better service to our constituents. And best of all, it’s free to subscribe and free to administer! For more information, see the articles on the right of the WWPSA home page at www.wwpsa.org.

In 2011, we are reviewing whether to move our e-mail systems to Google and how to leverage Constant Contact for broadcast e-mails.

2010 Registrations Summary:

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Sunburst Tournament Director’s Report by Jacqueline Stein

The 16th Annual Sunburst Travel Soccer Tournament was held June 5-6, 2010, at Mercer County Park and at Conover Park. In total, 240 teams participated, playing 480 games across 28 fields. This is an incredible increase of 37 teams from the 2009 tournament. WWPSA teams included 8 from the U08 – U10 divisions and 19 from the U11 – U17/18 divisions. Other participants came from Pennsylvania and New Jersey. Three WWPSA full-sided teams placed first in the weekend competition, with two coming in second.

Providing entertainment for the weekend were Jenni Branam, the Sky Blue FC goalkeeper, who came by on Saturday, plus Dane Richards, starting midfielder for the New York Red Bulls, who came by on Sunday. Also in attendance was the Red Bulls Street Team who provided inspiration via incredible juggling and ball control skills. We also welcomed our new friends from Nike who brought an entertainment van with video games and demo footwear that players could try on and try out.

Sunburst 2011 is scheduled for June 4-5, 2011, and preparations are underway to ensure a successful and fun-filled tournament.
KidSafe Report by Justin D. Stein

WWPSA received 296 submissions from volunteers that represent the requirements of 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 will review this decision in 2011.
Fundraising Report by Andy Di Duca

A Fundraising Committee has been formed and is working hard to identify and establish further revenue streams to supplement the income generated by membership fees. A WWPSA Discount Card was created and will continue in 2011, which offers its members discounts to local vendors. All proceeds will be returned to the Club for operations.

I expect that WWPSA will be able to generate extra funds from the events we run, such as sponsorship opportunities at Sunburst Tournament, which is likely to enhance the experience of its members.
Merchandise Report by Carolyn Demouth

Merchandise Sales of $4,188 were nearly identical to the revenue from 2009. This includes decreased fan wear sales of $2,703. Decreases in revenues were caused by changes in the way we set up the website sales and weaker sales on Opening Day. This year, online sales were outsourced to an online vendor. Also, Opening Day was much too warm to sell sweatshirts and blankets! Cash sales of merchandise on Photo Day were still strong, so our product can still sell well and we are encouraged by the items offered for sale. This year for the first time, we sold Red Bull tickets and Discount Restaurant Cards. These sold very well and contributed $450 and $400, respectively, to our merchandise revenue.

This year, WWPSA used Nike as our official supplier of uniforms and fan wear. Our merchandise this year includes WWPSA t-shirts in black and white, black hoody sweatshirts for adults and kids, new Nike training jackets for adults and big kids and shorts for men. We have baseball caps, sack packs, gorgeous black fleece blankets, knit hats for kids, brand new tie-dyed green t-shirts, and of course, our ever popular green WWPSA car magnets.

All our items include the WWPSA logo to continue to promote the WWPSA brand. This year, we decided to resume the practice of providing a free magnet to each kindergarten player. We hoped this would help our newest families to show their pride and increase the strength of their connections to the Club. So, put those magnets on your cars, all! We want to see your WWPSA pride!

Again this year at Photo Day and on Opening Day, our long-term sponsor, World Bagel, sold bagels and coffee. Many players and parents welcomed the snacks while registering and 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 Photo day. We could not have done it without all of you! And especially, thank you to everyone who purchased some fan wear, Red Bull tickets and Restaurant Discount Cards! I hope everyone enjoys their new items and wears them with a greater sense of community, and remember that all proceeds benefit all players in the Club by subsidizing programs and improving facilities. Your support is appreciated!
Photo Day Report by Mary Painter

Wow! What a day! This year we avoided the rain and enjoyed a truly beautiful fall day. Sunburst towels and clothing went for rock-bottom prices, making everyone happy – we were able to deplete our stock of leftover merchandise and great bargains were easy to find.

Thanks to the Volunteer Bond, Mary Painter, our outgoing Photo Day Coordinator, and Adina Kasof, our incoming Photo Day Coordinator, had a full roster of parent volunteers. Due to the surplus of volunteers, we were able to extend the volunteer opportunities to include parking lot attendants (much appreciated by the parents rushing around between games) and helped 50 volunteers earn their bond refunds from the event.

Everyone did a great job, particularly our friends at All Sport Photo of Trenton who again worked hand-in-hand with us to handle contingencies, keep things moving and put on a great 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. Thanks to Bagel World for again having coffee, bagels, sandwiches and drinks available for sale.

It was a mad, mad day at the WW Library when 25 volunteers organized, plated, boxed and delivered almost 900 participation trophies and medals. 1st and 2nd place trophies were distributed to several Senior, Intermediate and 5th/6th grade leagues for their end-of-season playoffs. Next year we look to full playoff participation of all the leagues from 5/6 and up.
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. Andy and I have discussed forming a Fundraising Committee to explore various alternatives and have worked on expanding the funds available from our sponsors, and this group has met to identify priorities for the Club and discuss options. Our existing sponsors have been most gracious with their support of WWPSA, but we need to expand the base of sponsors to those outside of those who have supported the Club for many years and identify new sources of support. We are discussing several options of sponsorship, including:

- 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;
- Advertising on rebounding walls that are being considered for Zaitz 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.

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.

Two scholarships were paid in 2010 that represent 2009 scholarships to Ryan Trombetta and Andrew Schmid. Also, 2010 scholarships were awarded to Salman Akhtar and Brandon Madsen.

In addition, a special award was granted to Ryan Dolan for outstanding contributions to the administration of Recreational Soccer, and to the Club as well.