



To: Members of the Loudoun Soccer Community

From: Tom Thomas

Date: November 16, 2010

Subject: Message from the President

It's a tremendous privilege to greet you as the President of Loudoun Soccer. I am pleased to have this opportunity and am honored to be able to serve you. One of my goals is to increase communication with members and this is the first installment in a quarterly organizational performance update.

Before I continue, here are some quick facts on Loudoun Soccer for those that are new to the club:

- largest youth sports organization in Virginia (over 6,000 Recreation players and 800 Travel players per season)
- over 500 soccer games every weekend
- over 600 volunteers ranging from coaches, managers, commissioners and age group coordinators
- over 65 paid coaches
- over 300 referees
- over 140 fields maintained and used

Executive Board Members:

President – Tom Thomas (as of 8/2010)

Vice President – Robin Phillips

Secretary – Lou Arroyo

Treasurer – Jim Bonfils

Dir of Operations – Peter Walther (as of 8/2010)

Dir of Fundraising – Kendra Davenport

Dir of Business Development – Frank Mencini

Dir of Referee – Dan Cavanaugh/Ali Zandi

Dir At-Large – Polly Downey (as of 8/2010)

You may remember from our message in July that we plan to keep you informed in 2010 around six key objectives:

- Improved Financial Management and Efficiency

- New and Improved Club and Business Management Structure
- Fundraising
- Strategic Capital Investment
- Quality of Programs/Player Retention
- Achieving our Mission

We continue to be laser focused on these near-term priorities for 2010 and outlined below is an update on our progress.

Objective 1 – Improved Financial Management and Efficiency

- We continue to drive efficiencies within our operations to keep member fees low and as such, the Spring registration fees will remain unchanged.
- We are working on improving our financial reporting framework and have hired an accounting firm to complete this task. Our goal is full transparency of the club's financials and we commit to have the 1st quarter 2011 financial results available to all members.

Objective 2 – New and Improved Club & Business Management Structure

- We completed our national search for an experienced Executive Director (Alan Foy). He has already been able to make significant contributions to the organization in the short two months he has been with us.
- In October, we entered into a new strategic partnership with DC United that will offer significant opportunities for the club and the members. Please see the press release on our website.
- All board meeting minutes for 2010 will be posted on our website.
- Policies and Procedures of the club are being compiled and will continue to be reviewed and completed through 2011.

Objective 3 – Fundraising

- In an effort to improve the Club's overall fundraising program, we hired a fundraising consultant (Karen Pope) to establish programs that will generate income. She has also been charged with submitting proposals to foundations for securing grants.

Objective 4 - Strategic Capital Investment (Field Development)

- On the field development front, for those of you who are unaware of this initiative, Loudoun Soccer is in the process of constructing two lighted turf fields in Leesburg. We are making significant progress on this effort. The current expected opening of these fields is mid-summer 2011.
- In the next six months, Philip Bolen Park is expected to open in Leesburg which will provide an additional six full size lighted fields.

- We are currently performing a comprehensive field needs analysis and results from this work will provide a clear view on our needs for partnering and constructing additional fields or improving those that we currently utilize.

Objective 5 - Quality of Programs/Player Retention

As part of the review/improvement of all training programs, we have made some key changes on both the recreation and travel sides of the Club.

- On the recreation side, we changed our U8 All Star program and introduced the U8 Development Academy program designed to offer higher-level professional training to U8 players who aspire to be involved in the travel program at U9. This program was an overwhelming success with almost 200 players attending try-outs, and 72 selected into the Academy. Most of all, we managed to reduce the cost from \$140 in years past to \$35 per season, which included providing the players with a full Adidas training and playing uniform package.
- On the travel side, we implemented the Technical Training Academy (TTA), which replaced the traditional Footskills program. The TTA provided professional training from a staff of very highly qualified trainers, that included ten (10) 'A' Licensed or equivalent level trainers.

Objective 6 - Achieve our Mission

We established a separate scholarship fund this year and proud to announce that we offered full financial assistance to eight Travel soccer players and three Recreation players. This is something the club has never been able to offer in the past.

In planning for the future, the board held strategic planning meetings for five evenings at the IBM National Conference Center in September to establish the key strategic objectives for 2011. The results from these sessions served as the foundation for the 2011 Business Plan and budgeting process. We plan to have the budgets finalized by the December board meeting.

The 2011 six key objectives are:

- Financial Management/Efficiency
- Club & Business Management
- Fundraising
- Quality of Program/Player Retention
- Community Outreach
- Marketing & Public Relations

At this meeting, we also established a new mission statement and core values for the club. Going forward, we intend to make the mission and core values of the club key to the fabric of our organization by instilling them in our players, coaches and administration.

MISSION STATEMENT

Our mission is to provide soccer programs within our community that develop and motivate players to maximize their potential as athletes and people via a life-long love of the game.

LOUDOUN SOCCER CORE VALUES:

Sportsmanship, Fairness, and Safety

Respect, Trust and Inclusion

Courtesy, Dignity and Integrity

Commitment, Stewardship and Accountability

One Club, One Mission!

As you can see, one of our core values is accountability and we commit to providing a quarterly update on the performance and progress of our organization. We plan to utilize an organizational scorecard as a tool for keeping us focused on annual goals and objectives and measuring and reporting our performance to our members.

More importantly, in order to gauge our performance, we need to hear from you, our members on how the club is functioning and serving you. We encourage you to start communicating with us at board@loudounsoccer.com. We also encourage you to participate in the confidential survey that is available at the end of each season. We need to hear from you so that we can focus on addressing the issues that matter most to our constituents. Even if just through a few bullet points to the above email, we would value and appreciate your input.

At this time, I would like to extend an invitation for you to consider joining this dynamic and progressive board for 2011. Nominations are being accepted via elections@loudounsoccer.com. Please include a short paragraph on your skills and experience and how you hope to serve the club. Please see additional details on our website.

Thank you for all your support.

Sincerely,

Tom Thomas