



Issue 3 JUSC FALL SEASON 2009

JOHNSTON URBAN DALE SOCCER CLUB



Accelerate Your Game!

From the President: Club Expands Coaching and Communications Financial Assistance Fund Update

Issue 3
August 2009

Dear JUSC Players and Families,

Welcome to the 2009-2010 soccer season. We enter our third year as a club with great momentum and exciting updates for the new year.

First off, we celebrated four state champions, the most in the state, in 08-09 and all four teams did very well at US regionals. We are excited for the new season and saw a 12% increase in accepted bids this year and have girls' teams at every age level and boys teams at every age except U18. This had not happened in recent memory with either Johnston or Urbandale operating as single clubs and was a guiding vision for creating JUSC.

JUSC has hired two new full time coaches, Tim Dobberfuhl and Ross Moffett. They

both just completed their "C" license course in Sioux Falls, SD and both have strong resumes as players and now as coaches. We are thrilled to have them join our full time staff with Shedzy, Matty and Jeff. Also, we have recently entered into an agreement with Ozzie White to coach and work with our public relations and marketing side of the club. You may know Oz from his coaching days at Urbandale and most recently as the Director of Coaching in Ankeny.

We have recently updated our web site to improve club and coaches communications and I want to thank David Kerr, our director of JUSC web site, for all his hard work to transfer all the critical information and welcome our new web designer Dog Daz Design. There is a feature in this newsletter high-

lighting the key additions and areas to look out for in the new site. This was designed to become a centralized location for both club and team communication. Please use it to keep up to date on JUSC club information. If information is missing or outdated, please email info@juscoccer.org to let us know.

JUSC announced in May that we have appointed John "Shedzy" Sheridan as our Executive Director of coaching. He will oversee our club's day to day priorities and manage our staff. Matty Smith will be our Director of Coaching, working on club curriculum and staff development. These two individuals have put in many hours identifying and fine tuning our approach to the teams, parent communication, player communication and staff development.

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President's Message (cont.)

Accelerate Your Game!

Please thank them for all their hard work in building JUSC into the #1 club in the state of Iowa.

I want to thank the Urbandale and Johnston Board of Directors for their support of JUSC. I also want to thank our JUSC Board of Directors for their time and effort. These individuals are all volunteers to the club and put in many hours to ensure that the club is financially stable. After two years of operation, I'm proud to announce that JUSC is one of the least expensive clubs in the metro. Our fees are all-inclusive and have no add-on fees. This sets JUSC apart from the other clubs in the area.

JUSC also held rates at the Premier level and lowered fees for the Competitive squad in 09-10. These fees are likely to increase next year, but with the current economy, the board felt we needed to find relief for families wherever we could. Also, please thank your team coordinators this year and parent coaches. These individuals work really hard

to ensure club communication and player enjoyment.

In closing, I want to write about a very important topic. JUSC has the Karen Coaldrake Financial Assistance Fund. For those of you new to JUSC or those who may not know who Karen was, she was a pillar in our community. She served on many boards and committees in our community. Her passion was providing children with positive environments to thrive in. In March of 08, after returning from spring break with her husband Peter, and sons Justin and Tristan (both JUSC players), she passed away from a brain aneurysm. Karen, in her giving spirit, donated her organs through the Iowa Donor Network and her spirit is alive and well still in the community.

Karen was the first to come to the JUSC board to find ways to allow all children, regardless of their financial situation, an opportunity to play soccer. Karen was always willing to volunteer in any capacity that

was needed. After her untimely death, the board changed the name of our program to the Karen Coaldrake Financial Assistance Fund. If you, your family or your business is willing and able to contribute to this fund, please email me at President@juscoccer.org. We annually look to raise about \$10,000 for this fund. No child should miss the opportunity to play, especially now in these trying economic times. We are pleased to announce that we've been able to help eight JUSC families with supplemental funds toward their child's club fees for the season.

If your family is in need, you can find the forms on our web site and all the information on how to apply. All applications are kept completely confidential.

Here's to a great Fall Season,

Jeff

Jeff Smaha, President
JUSC Soccer



JUSC Introduces New Website

New Website Improves Club Communications

The JUSC board and coaching staff are excited to introduce the new and structurally improved JUSC website. If you haven't already seen it, take a look at www.juscsoccer.org. The simplified menu will allow you to find what you're looking for. We hope you are pleased with the results. If you have a suggestion, let us know what you think.

JUSC Photo Features

A current feature of the website is the Champions page where photos of 1st and 2nd place teams are posted from the tournaments JUSC appears in. Can you help us out? Please send your team's hi-res championship photo to: web@juscsoccer.org. Please include the age group, team name (if any), whether they were 1st or 2nd place, and the tournament it was from. If you'd like, you can also include the names of the players in each row, left to right. We'll not only include their

picture on the Champions page of the JUSC web site, but also submit their picture to the Des Moines Register.

You may notice a few candid shots of JUSC players in action on the site. We would like to continue to showcase photos of our athletes and will be asking for your help with this by submitting photos as the season progresses. We are currently exploring the best, and easiest, format to do this with and further information will be provided to you.

What's New

An all-new feature of the website will be a "Get to Know the Coaches Page". Look for interesting interviews from all of our coaching staff and learn a little bit more about each one throughout the season. Take a look at the improved coaches page featuring photos, coaching and playing experience, and coaching qualifications for all JUSC coaching staff. You'll even learn how to pronounce Tim Dobberfuhl's name!

If you need information, our website is the place to find it. Tournament and hotel information page, coaches and coordinators page, training calendars, field directions, information on referees, league schedules link, forms, JUSC apparel shopping page, and lots of Q & A—particularly helpful for newer families to the club.

Don't forget to check the website for important announcements on the home page such as weather related field closings or game cancellations.

We want the site to be the primary information source for our club members. Please help us keep it up to date if you notice anything that needs changing.

Thanks, and GO JUSC!



Accelerate Your Game!

Coaches Corner

JUSC Members,

Welcome to the new season! I am very excited to see the new players in the club and the returning players too!

First, I would like to congratulate our teams that represented JUSC and the State so well at the Region 2 Championships in South Dakota at the end of June.

We're proud to say that JUSC had the strongest representation of any club in the State! Together, we've made significant progress during our first two years and have become one of the most competitive clubs in the State. We're extremely committed to our membership to continue our progress as we strive to further develop our players and provide them with the best possible soccer experience.

Second, I would like to welcome our two new full-time members of Staff, Ross Moffat and Tim Dobberfuhl. Ross and Tim have been away during the summer continuing their soccer education and have returned with new

ideas and an eagerness to get started training with the teams. I would also like to welcome Ozzie White and Matt Sahag to the coaching staff. Both Ozzie and Matt will bring a wealth of playing and coaching experience to the club.

Many of you may already know Ozzie through his previous experience and connections to Des Moines.

He has an extensive background in leading & developing many successful players and teams. He's also assisted with the placement of many student athletes in college soccer programs throughout his career. Please visit our newly designed website for more information on our coaching staff. Also, coming soon, we will introduce a 'meet the coach' and 'meet the player' page, so you can find out a little more about our coaching staff and players.

Finally, I would like to thank you, the parents, for being patient in the early part of the season.

Your support of the staff and understanding of our procedures is greatly appreciated. We are continuously looking at ways to make the initial registration process and early season experience better for all involved.

The coaching staff looks forward to seeing you all at the fields.

Thanks,

Shedzy

John 'Shedzy' Sheridan-
JUSC Executive Director

Club Welcomes New Coordinator

Suki Sanford will serve as the new JUSC Director of Coordinators. This role directs all individual team coordinators in getting information such as uniform updates, team camp dates, practice cancellations, hotel information, and tournament information, out to club members and players. Thank you to all of our team coordinators for helping us get things off to a smooth start for the fall season.

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