



Arizona State Soccer Association

January 6, 2007

I was hoping that my first real report as President of ASSA would be bright and cheery, with everything wonderful. Unfortunately, I find that I must echo what some of our other States have been saying for some time. It is worth repeating. We need to be able to offer our members a product they are willing to “buy” from us.

I don't normally like to write a State report like this, but I think it is an important enough issue that it should be brought up. ... and I write far better than I speak about these things.

One the largest leagues in the Phoenix area has decided that they can affiliate cheaper with another organization, affiliated with USSF. In doing this, they can register a team at minimal cost that includes liability insurance. According to Julie Ilacqua, referees doing games for teams registered with this organization get credit for the games.

So, what can we offer to our teams that the other organizations don't have...

- 1) Medical Insurance – most players never us it.
- 2) Cups and Select – Over 90 percent of our teams are recreational and won't participate.
- 3) Veteran's Cup and Coed Cup – Maybe.

Our registration numbers will likely drop by about 800 players this year due to this situation. My understanding is that USASA must have 250,000 to remain a National organization. We (USASA) are currently at 238,744 for 2005-2006. If other organizations offer a more appealing product, how can we continue to survive as a National organization?

I don't like to complain with out offering possible solutions. Most companies offering a product or service closely watch what their competition is doing, mimic what is good and try to find the niche that will pull them ahead. These organizations are indeed our competition. I don't think National Cups and Select is that niche. We (USASA) used to offer a recreational team fee. Perhaps we should reconsider that as an option again. I'd love to hear other possible solutions.



On the lighter side, all of our other leagues are running smooth. We are mid-season, since we can play most of the year (none of that funny white stuff on the ground).

The Copper Cup tournament is coming up next weekend with over 70 teams from all over the country. Our ASSA Vice President, Tina Campbell and Registrar, Leah Schrader are heavily involved in running the tournament. They will both be at this meeting and would be happy to answer any questions you have about it.

On February 7th, the US National Men's team will be playing Mexico in Glendale Arizona. We have bought a block of tickets for the game and will be attending. This is a great opportunity.

Barbara Trainor