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1 PROCEEDINGS

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7 UNITED STATES ADULT SOCCER ASSOCIATION

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10 MIDYEAR MEETING

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14 Hyatt Regency Hotel

15 Grand Cypress

16 Orlando, Florida

17 October 1, 2016

18 1:00 - 2:00 p.m.

19

20

21 Reported by

22 Debra K. Resling, RMR, CRR

23 Resling Sportsript, Inc.

24

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1 (Commencing at 1:00 p.m.)

2 PRESIDENT MOTTA: Okay. Good

3 afternoon, everyone, and everyone welcome to

4 beautiful Orlando. Nice and cozy out there.

5 Hope everyone had a couple of days of

6 worthwhile meetings and got some new education on

7 other items yesterday. So again, welcome everyone to

8 our annual Midyear Meeting.

9 We're going to begin our meeting by

10 everyone please standing. And I got Jannick Garcia

11 who will recite the National -- the National Anthem

12 will be next year -- he will do the Pledge of

13 Allegiance.

14 (Pledge of Allegiance recited.)

15 PRESIDENT MOTTA: Thank you, Jannick.

16 Excellent job.

17 (Applause.)

18 PRESIDENT MOTTA:

19 So, next year, you practice the

20 National Anthem, and you will sing it for us next

21 year.

22 UNIDENTIFIED SPEAKER: Next year is

23 Hawaii.

24 PRESIDENT MOTTA: So next on the

25 agenda, we have Tony Falcone, who will do the

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1 roll call and the Credentials Report.

2 MR. FALCONE: Good afternoon. This

3 morning, at the regional meeting, many of you

4 picked up your credential packets and signed for

5 them. So I will go through region by region,

6 with the list of people who picked up their

7 credentials, and then ask those who were not

8 there, if you are in attendance at this meeting.

9 If you were not in attendance at your regional

10 meeting, and you are here to pick up credentials,

11 pick it up over there. Jen will have them for

12 you. I will then go through the national,

13 regional affiliates, and state if you are present

14 or not, and again, go pick up those credentials

15 from Jen, and then I will go among the officers.

16 We'll start with Region I. Those who

17 picked up their credentials were Eastern New

18 York, Eastern Pennsylvania, Maryland,

19 Massachusetts, Metro D.C. Virginia, New Jersey.

20 Pennsylvania West. Pete, did you

21 pick up your packet? You have it, I think. You

22 didn't sign for it. Pennsylvania West is

23 present. Rhode Island, Vermont, Western New

24 York.

25 This is for Region I, Connecticut.

<p>5</p> <p>1 Anyone here from Connecticut? No. No                  2 Connecticut. Delaware? Anyone from Delaware?                  3 Delaware not present. Maine is not registered.                  4 New Hampshire? Anyone from New Hampshire? And                  5 anyone here from By God West Virginia? No one                  6 from West Virginia?                  7 Okay. From Region II, the states                  8 that picked up their packets were Illinois,                  9 Indiana, Iowa, Kansas, Kentucky, Michigan,                  10 Minnesota, Missouri, Nebraska, Ohio North, South                  11 Dakota, Southern Ohio, and Wisconsin.                  12 Missing is North Dakota. Anyone here                  13 present from North Dakota? North Dakota is not                  14 present.                  15 From Region III, the states that                  16 picked up their packets were Alabama, Arkansas,                  17 Florida, Georgia, North Carolina, North Texas,                  18 South Carolina, Tennessee, and Texas South.                  19 Louisiana. Is there anyone present                  20 here from Louisiana? Is there anyone here from                  21 Louisiana? Louisiana is absent.                  22 Anyone here present from Mississippi?                  23 Mississippi is absent.                  24 Oklahoma is back in the house. From                  25 our understanding you were leaving, but Oklahoma</p>	<p>7</p> <p>1 UNIDENTIFIED SPEAKER: Darius, where                  2 are you at?                  3 MR. FALCONE: So for our member                  4 affiliates, if you are present, let us know that                  5 you are present, and pick up your packet. So                  6 AYSO? Anyone from AYSO, present? Okay. MSSL,                  7 Eastern Development, EDP? Anyone from MSSL EDP?                  8 Do we have a representative from NPSL? Anyone                  9 from NPSL? No one from NPSL. Anyone from USL?                  10 Still not present. WPSL? No? SAY Soccer?                  11 Anyone from SAY Soccer present? Do we have a                  12 representative from ASL?                  13 MR. TRAINOR: I didn't think I had a                  14 vote. I'm here.                  15 UNIDENTIFIED SPEAKER: No, he doesn't                  16 have a vote.                  17 MR. FALCONE: No vote, okay.                  18 U.S. Club Soccer. Any                  19 representatives from U.S. Club Soccer? And WCSA?                  20 Any representatives from WCSA?                  21 Okay. So among the officers, the                  22 National Officers, we have present, John,                  23 President John Motta; our Vice-President, Arthur                  24 Mattson; Secretary, Shonna Schroedl; and                  25 Treasurer, Lori Stoneburner.</p>
<p>6</p> <p>1 is present. Thank you. And you have your                  2 packet, correct? You have your packet?                  3 Then from Region IV, we have Alaska,                  4 Arizona, California North, California South,                  5 Colorado, Hawaii, Idaho, Montana, New Mexico,                  6 Oregon, Utah, Washington.                  7 Missing from Region IV, Nevada.                  8 Anyone here from Nevada? Anyone here from                  9 Wyoming? Is there any state association that I                  10 missed on these lists?                  11 Now I will go to the officers. My                  12 spreadsheet here went crazy. Technical                  13 difficulties.                  14 PRESIDENT MOTTA: We're aligned with                  15 our gadgets.                  16 MR. FALCONE: Yes. Bear with me                  17 folks.                  18 We're not done yet. Now, I didn't                  19 see the National Affiliates, and my spreadsheet                  20 has gone haywire on me here.                  21 I tell you what, Jen, let me borrow                  22 that sheet.                  23 UNIDENTIFIED SPEAKER: I make a                  24 motion that we buy a new laptop for Tony.                  25 UNIDENTIFIED SPEAKER: So move.</p>	<p>8</p> <p>1 From Region I present, we have                  2 Director Fritz Marth; Deputy Director Anthony                  3 Falcone; Treasurer John Kampke; the Secretary,                  4 Scott Mapes is representing Vermont, so he's not                  5 representing his office.                  6 From Region III, we have Director                  7 Darius Ejlali; Deputy Director Richard Moeller,                  8 and then we need some help, since my spreadsheet                  9 is not working -- the Secretary is Karon Beyer                  10 and the Treasurer is Nick Calabro.                  11 Then for Region IV present, we have                  12 Director Paul Scherer; Deputy Director Sergio                  13 Bolioli. Did I pronounce that correctly, Sergio?                  14 Secretary Roy Carlson, and our Treasurer from                  15 Region IV is Roger Hamilton, correct?                  16 Okay, so we have all the officers                  17 listed present.                  18 Gianfranco Borroni is present, and                  19 Past President, Richard Groff.                  20 MR. GROFF: Here.                  21 MR. FALCONE: Richard Groff, are you                  22 here as a Past President?                  23 MR. GROFF: Yes.                  24 PRESIDENT MOTTA: Okay; you can pick                  25 up your credentials.</p>

<p>9</p> <p>1 And then we have our Directors                  2 at-Large, Werner Fricker and Cezar Wasecki.                  3 Did I skip Region II? All right,                  4 sorry about Region II. I'm doing this by -- so                  5 Region II, Director Bill Davey; Deputy Director                  6 Nick Radu; Secretary Diane Pugliese; and                  7 Treasurer Wayne Wilson. Did I get that correct,                  8 Wayne? Okay, good.                  9 Did I forget anyone? Jennifer will                  10 get the numbers, and I will give you the totals.                  11 UNIDENTIFIED SPEAKER: Good job.                  12 MR. FALCONE: Before we go, John                  13 mentioned gadgets. So we're used to our smart                  14 phones with different apps and gadgets. When we                  15 go to the USSF AGM, we have this little nice                  16 voting gadget, but here, we still do things the                  17 old-fashioned way, and so we're using yes or no                  18 cards when we vote.                  19 So, my good friend from North                  20 Carolina, the chair of credentials from USSF,                  21 always gives us a little problem. So I will do                  22 the same here.                  23 So imagine, if you will, that our                  24 good friend, Bob Kepner, is a goalkeeper, and                  25 he's in front of the goal. Do we have that?</p>	<p>11</p> <p>1 speaker, who will be talking to you about the                  2 Foundation today.                  3 MR. BORRONI: Good afternoon, ladies                  4 and gentlemen. I've seen through the weekend                  5 many new faces. So for the people who don't know                  6 me, I'm Frank Borroni. I'm from Ohio North, and                  7 I represent this organization in the United                  8 States Soccer Federation Foundation Board.                  9 As the chair of the grant committee,                  10 I primarily deal with two categories of grants.                  11 One is the places to play, we provide                  12 funds for synthetic fields, high lights,                  13 irrigation, and sport courts, which are available                  14 three times a year.                  15 The other one, category, is a program                  16 grant, which provides equipment and operating                  17 expenses for soccer programs. This type of grant                  18 is available once a year.                  19 In the end of this grant cycle, I do                  20 write a report, which is submitted to the                  21 division office, and then it's published in the                  22 division web page.                  23 The Foundation, in its 20 years of                  24 existence has gone through small and major                  25 changes to adjust to the time and the need of the</p>
<p>10</p> <p>1 Okay.                  2 And he is there to defend the "Tony"                  3 kick. An individual, who's before him kicked the                  4 ball wearing his Portugal Number 7 shirt. None                  5 other than our President John Motta.                  6 UNIDENTIFIED SPEAKER: He wished.                  7 MR. FALCONE: Now, those of you who                  8 think John is just going to step up to the "Tony"                  9 mark, kick it, and boom, right into the net,                  10 raise your yes card.                  11 (Cards raised.)                  12 MR. FALCONE: Those of you who think it's                  13 going to be very easy for Bob, because John is going                  14 to put the ball over the cross bar, raise your no                  15 card.                  16 (Cards raised.)                  17 MR. FALCONE: Mr. President, I think                  18 the system is working fine.                  19 (Applause.)                  20 PRESIDENT MOTTA: Thank you for that,                  21 Tony. And Portugal did win the Euros this past                  22 year, didn't they?                  23 While they're doing the tabulations                  24 on the credentials, I'm going to ask Frank                  25 Borroni to come up and introduce our next guest</p>	<p>12</p> <p>1 soccer community.                  2 Its major goal had been and remains                  3 the same, that is, to bring soccer where it has                  4 never been, establish a large base for, in which                  5 the Foundation may find, finally, its Pele, or                  6 Ronaldo, or Messi, depending on which player you                  7 like best.                  8 Its emphasis has been to help                  9 youngsters in underserved communities across the                  10 country to lead connected and healthy lifestyles                  11 through soccer.                  12 I've asked the president and CEO for                  13 the Foundation, Ed Foster-Simone, to come to this                  14 meeting, to give you a better understanding on                  15 where the Foundation is today, its development,                  16 and its many accomplishments achieved through all                  17 the years, and perhaps a view into the future of                  18 the organization.                  19 Thank you. Ed.                  20 (Applause.)                  21 MR. FOSTER-SIMONE: Thanks so much,                  22 everyone.                  23 Thank you for that introduction,                  24 Gianfranco. Really, it's been a pleasure working                  25 with you over the years on the board of the</p>

<p>13</p> <p>1 Foundation.</p> <p>2 Thank you to Duncan and John for</p> <p>3 inviting me and allowing me this opportunity to</p> <p>4 address you all.</p> <p>5 I want to do a couple of things, as</p> <p>6 Gianfranco laid out. Tell you a little bit about</p> <p>7 the Foundation, what we're doing today, talk</p> <p>8 about what the future, we think, looks like, and</p> <p>9 then to really engage in talking a little bit</p> <p>10 about how you can be a part of that future, and</p> <p>11 the important role that we think that you play in</p> <p>12 the future of the game.</p> <p>13 So a little bit about me, just as</p> <p>14 background. Most of you don't know me. I'm a</p> <p>15 kid from Brooklyn, Long Island, who got involved</p> <p>16 with the game about three decades ago, first as a</p> <p>17 volunteer coach for my four-year old son,</p> <p>18 realized I'm not a very good soccer coach, and</p> <p>19 quickly moved into the administration side, team</p> <p>20 manager, club president of a 3,000 player club in</p> <p>21 Northern Virginia, state association</p> <p>22 vice-president, and then ultimately as a</p> <p>23 volunteer, initially, on the board of the U.S.</p> <p>24 Soccer Foundation.</p> <p>25 In my professional life, I was deputy</p>	<p>15</p> <p>1 every level of the game.</p> <p>2 What's been incredibly exciting, and</p> <p>3 everyone knows, that over the last three decades,</p> <p>4 the game has grown phenomenally. It's no longer</p> <p>5 that other sport. It is a big-time sport, and</p> <p>6 it's been fascinating to watch. When I became</p> <p>7 CEO, one of the things I was initially tasked</p> <p>8 with by the board -- and by the way, the board is</p> <p>9 made up of at-large members, plus representation</p> <p>10 from the Federation, includes Sunil Gulati, and</p> <p>11 members from each of the councils are represented</p> <p>12 on our board -- but I was asked to develop a</p> <p>13 business plan for the Foundation to really look</p> <p>14 at the landscape. And we came back and talked to</p> <p>15 the board of directors, and one of the things</p> <p>16 that was really positive in the report was that</p> <p>17 the game had grown phenomenally since the '94</p> <p>18 World Cup.</p> <p>19 The part that wasn't so good news is</p> <p>20 that lower-income communities had not</p> <p>21 participated in that growth. The pay-to-play</p> <p>22 model doesn't work in many of those communities.</p> <p>23 It just is a reality of financials, and the</p> <p>24 social infrastructure is not as strong in many of</p> <p>25 those communities to support the kind of</p>
<p>14</p> <p>1 managing editor at USA Today, had the great</p> <p>2 privilege of overseeing and running coverage of</p> <p>3 the '98 World Cup in France, and through my</p> <p>4 service on the board of the Foundation, just my</p> <p>5 passion for the work, just deepened over the</p> <p>6 years.</p> <p>7 I became president and CEO in 2008,</p> <p>8 and the foundation history was, has been</p> <p>9 extremely rich, as most of you know. Created</p> <p>10 after the '94 World Cup, we have invested in all</p> <p>11 50 states, and the District of Columbia,</p> <p>12 supporting the development of over 1,100 playing</p> <p>13 fields around the country. Half of our</p> <p>14 investments in programatic activities have</p> <p>15 engaged more than a million children around the</p> <p>16 country, and adults, and we have had a huge</p> <p>17 impact, not just at the grassroots level, but at</p> <p>18 the national level. We supported the development</p> <p>19 of Major League, getting Major League Soccer off</p> <p>20 the ground. We supported the hosting of the</p> <p>21 Women's World Cup here in the United States. We</p> <p>22 have invested in player development, at the</p> <p>23 national level, federation level, the National</p> <p>24 Hall of Fame, the National Training Center.</p> <p>25 We've been engaged pretty much at</p>	<p>16</p> <p>1 volunteerism and other activities that make so</p> <p>2 much of soccer go around the country.</p> <p>3 So the board of directors agreed that</p> <p>4 we would place a special emphasis on increasing</p> <p>5 opportunities in those communities to grow the</p> <p>6 game.</p> <p>7 I don't know if you followed the</p> <p>8 trend lines in the growth of soccer in this</p> <p>9 country, in organized soccer, but it's not been</p> <p>10 -- it went on a very huge hare after the '94</p> <p>11 World Cup in terms of growth, in terms of</p> <p>12 participation and vision, but that has leveled</p> <p>13 out over the years, and we have not seen the</p> <p>14 significant growth that we think this game should</p> <p>15 continue to demonstrate over the years.</p> <p>16 So by focusing on underserved</p> <p>17 communities, we are bringing new people into the</p> <p>18 game, building the infrastructure, on which to</p> <p>19 build every level of play in the game, from</p> <p>20 recreational through adult, and making a larger</p> <p>21 case for the value of soccer in the United</p> <p>22 States. What does that mean?</p> <p>23 We really love the game, and we talk</p> <p>24 about it in terms of, you know winning</p> <p>25 championships, the World Cup, you know, the</p>

<p>17</p> <p>1 Premier League, La Liga, Serie A, we talk about 2 it as the game, and what's being played. What 3 we're talking about now is the larger value that 4 our game has in this country. Our game is a 5 really powerful force in communities, in my 6 community.</p> <p>7           It's a place where I met my best 8 friend in the last 20 years on the sideline of a 9 soccer field. It's where people find out about 10 what's happening in their communities and learn 11 about jobs. It has value beyond the score or the 12 scoreboard. It has significant value as part of 13 the fabric of American life. And you can see 14 people embracing that. I don't know about you, 15 but 30 years ago, I would not have imagined that 16 during a World Cup, people in Pittsburgh and in 17 Kansas City, by the thousands, would be outside, 18 watching soccer games, the World Cup, on 19 big-screen television and having a great time.</p> <p>20           The game is part of the fabric of 21 life.</p> <p>22           One of the things we recognize at the 23 Foundation, though, with the resources that we 24 have, which are modest when you think about the 25 size of this country, and things that need to be</p>	<p>19</p> <p>1 communities now, and have now laid the groundwork 2 in which other levels of the play can be filled 3 from competitive, travel, to adult, can now be 4 filled, because the infrastructure is now 5 beginning to be put in place, because we have 6 community-based organizations to support that 7 kind of activity.</p> <p>8           But what does this really mean in the 9 argument? The work we're doing in the 10 underserved communities is just part of a larger 11 strategy. The larger strategy is trying to 12 figure out how do we bring the resources that I 13 mentioned forth, to bear, to address the needs, 14 not only of underserved communities, but of the 15 soccer community at large.</p> <p>16           There's not a place in the country 17 that I go, or anyone that I meet in the soccer 18 community, whether they live in a wealthy 19 community or a low-income community, in which the 20 lack of safe playing spaces is not an issue. Is 21 anyone here that that's not an issue in your 22 community or with the folks that you represent? 23 Because the demands of the game, the game has 24 grown so phenomenally, that there's just not 25 enough playing spaces. We're fighting each other</p>
<p>18</p> <p>1 accomplished here, was that we needed to find a 2 way to bring other resources to bear, in support 3 of the growth of the game. So we've developed 4 programs and infrastructure development 5 activities that others are willing to support.</p> <p>6           So now, in the past six years, we 7 have been able to secure federal funding to 8 support programming, soccer programming, soccer 9 programming around the country.</p> <p>10           We have been able to bring corporate 11 support around the development of mini pitches, 12 Futsal courts, and communities around the 13 country, and we see a huge opportunity to engage 14 beyond the usual suspects -- going to Adidas, 15 going to Nike, which we all do, seeking support, 16 and recognizing that our game should benefit from 17 much broader support to accomplish the things 18 that we want to accomplish and meet the needs of 19 our large community.</p> <p>20           Now, we have been focused on 21 underserved communities, and that has been our 22 primary focus. We, over the past few years, have 23 been able to engage 30 -- over 71,000, actually, 24 young people in soccer. Training coaches, we 25 train about 2,000 coaches in underserved</p>	<p>20</p> <p>1 over playing spaces.</p> <p>2           And the question for us, in soccer at 3 large, is how do we engage the resources to get 4 what we need for this community, which is such an 5 essential part of the fabric of American life? 6 How do we do that?</p> <p>7           The way we do that is by recognizing 8 that we're a pretty influential force in this 9 country, but we've not exercised our voice in a 10 way that can get the kinds of results that we are 11 all looking for.</p> <p>12           What do I mean by that? We have 13 shortages of play spaces in our communities, but 14 we're not organized in a way to make these 15 decision-makers and elected officials aware of 16 what our interests are in the community; that 17 this is important to our community that we have 18 sufficient places.</p> <p>19           I will give you an example. I lived 20 in a community, when I became president of this 21 club, a 3,000-player club, it wasn't the only 22 club in the county, but when you looked around 23 the county, every baseball field, every single 24 one, was lit, was irrigated and had wonderful 25 maintenance.</p>

<p>21</p> <p>1 Not one soccer field was lit, not one 2 soccer field was irrigated, and they were pretty 3 much what you might expect from overuse. 4 So one of the things that we did was 5 we did the math. We looked at the numbers. And 6 we were able to identify that, Oh, guess what? 7 There are more people playing soccer in our 8 county than all the other field sports combined. 9 When we took that information to the 10 county board of supervisors and made them aware 11 of just how big a factor soccer was in their 12 county, in their community, how many people it 13 touched, and what it meant to that community, 14 suddenly, they recognized that they needed to do 15 something about it. And they started 16 investigating and improving soccer facilities and 17 bringing them up to standard. 18 That didn't happen because we could 19 revenue them. It didn't happen because we were 20 being political. It happened because we got 21 organized, and we educated them about what was 22 important to the community. What was important 23 to the people who lived in that county. 24 As part of the Foundation's longer 25 term strategy, we hope to engage with every</p>	<p>23</p> <p>1 communities? 2 I'm very excited to have a chance to 3 share with you about that, and I'm very, very, 4 excited and hopeful about future conversations 5 that we'll have to begin to think about how do we 6 do that in a way that is thoughtful, that is 7 effective, and, most importantly, that is about a 8 larger whole than our individual selves. 9 One of the challenges I've seen, is 10 you say, say we want to do things, but then 11 everybody is like, what is in it for me right 12 now? And quite frankly, for what needs to 13 happen, everybody won't get something the first 14 time around, but together, we can change the 15 dynamic, so that we're not scrambling and have in 16 hand asking for things that really should just 17 be. 18 If we can get ourselves organized, 19 think about how to express our message in a 20 thoughtful and productive way, and educate those 21 who are decision-makers, we can make a huge 22 difference for this association and for the game 23 of soccer at large in this country, and I'm 24 really excited about that. 25 So thank you very much.</p>
<p>22</p> <p>1 aspect of soccer in the United States to begin to 2 think about how do we organize ourselves in ways 3 to educate decision-makers, educate those who can 4 influence policy, so that the needs of the soccer 5 community are recognized and prioritized? 6 Now, as soon as I say that, many 7 people go, Oh, well, that's politics. 8 That's not politics. Educating 9 elected officials about what's going on in their 10 communities is everybody's right. You can write 11 a letter, and say, This is important to us. We 12 don't have enough facilities, but we have to be 13 organized. 14 I talked with John and Duncan 15 earlier, and was really thrilled to hear that 16 they see the same opportunities that we do, and 17 that is an opportunity to work together, to bring 18 additional resources to bear, as opposed to 19 fighting over limited resources. 20 The question for us, at the 21 Foundation, and I would argue for everyone in 22 this room, is how do we grow the pot? How do we 23 make it bigger? How do we think outside of the 24 traditional thinking in ways to get the resources 25 brought to bear to address the needs of our</p>	<p>24</p> <p>1 (Applause.) 2 PRESIDENT MOTTA: Okay. 3 We will call Tony back up to give the 4 Credentials Report, but before Tony comes up, I 5 want to thank Ed for his great insight. And like 6 Ed said, Duncan and I, had a really good 7 conversation prior to coming here, and I think 8 we're going to be meeting in the near future and 9 working on some programs with USASA and the 10 Foundation. 11 And one of the ones that really 12 sticks out to me and I think it's got a lot of 13 legs to it, is how can we work together, and work 14 on a wellness program, and show how the sport of 15 soccer can help the health of adult people around 16 the country, and together we'll work on a program 17 to present to the people out there and hopefully 18 get some grants available that I know are out 19 there and available to us, and maybe we can grow 20 the sport through showing that our sport is a 21 great venue to bring wellness and healthy options 22 to the adults across the country. 23 So again, thank you, Ed, for your 24 insight. 25 Tony.</p>

<p>25</p> <p>1 MR. FALCONE: The total votes that 2 were present for the -- during the roll call, 3 176. If everyone is voting, the majority would 4 be 89, two-thirds would be 117. Is there a 5 motion to accept the Credentials Report? 6 UNIDENTIFIED SPEAKER: So move. 7 UNIDENTIFIED SPEAKER: So move. 8 MR. FALCONE: Any objection? None. 9 Okay. 10 PRESIDENT MOTTA: Okay. 11 Now that we have the Credentials 12 Report. We need the Confirmation of the Minutes 13 of the 2016 AGM that we held in San Antonio. Do 14 I have a motion to approve the minutes? 15 UNIDENTIFIED SPEAKER: So move. 16 UNIDENTIFIED SPEAKER: Second. 17 PRESIDENT MOTTA: There's a second. 18 Any objection? Any deletions? Any corrections? 19 There's none. They are approved. 20 Next, I will just give you a little 21 bit of a report from myself. 22 Okay. This past year U.S. Adult 23 Soccer continued to make many changes and refine 24 how we did things from the past. 25 The board, along with the staff,</p>	<p>27</p> <p>1 Steinbrecher. Hank was totally moved by that 2 experience, and that's the type of fan base they 3 have. 4 The management at Chattanooga Soccer 5 Club is also phenomenal. They really put their 6 heart and soul into that organization, and when 7 you go through their facility, it shows. 8 This year, we also changed the way we 9 do, we did our Amateur National Championships. 10 In the past, we would pick a venue. We would go 11 to the venue with four teams, and there would be 12 nobody there from the teams. It was a venue that 13 was not from one of the teams, and there would be 14 nobody there. We would have our board there and 15 maybe a couple of girlfriends and a couple of 16 parents, and that was the fan base at these 17 games. 18 We had to change that to try to 19 elevate the stature of our Amateur Cup. This 20 year, we changed it, and we decided that we were 21 going to host our event at one of the venues of 22 the four teams, and as soon as we had the four 23 teams that had one of their regional 24 championships, we went out for bids. This year, 25 the Milwaukee Bavarians were chosen to host the</p>
<p>26</p> <p>1 continued to look for ways to improve how USASA 2 is working, and to make Adult Soccer the best it 3 could be. 4 One example, this year, the 5 Steinbrecher Cup, which was again held in 6 Chattanooga, was a huge success. We had about 7 2,500 people watching the semifinals, and then we 8 had about 3,500 people at the finals in 9 Chattanooga, and that's to watch, paid 10 spectators, to watch adult amateur soccer. This 11 competition continues to grow in popularity. 12 This year, the Chicago Fire, who came into the 13 competition, as the real underdog of the 14 competition, walked away with the Steinbrecher 15 cup, and it was well deserved. They came in and 16 played very well, played soccer games. 17 The atmosphere in Chattanooga was 18 electric. If you have ever been to a Chattanooga 19 facility, they have one of, the best fans out 20 there. They have a supporters club that's 21 unbelievable. They had, on one night, they 22 called it the "stache" night, in honor of Hank 23 Steinbrecher. And they actually came in and had 24 fake mustaches for all the people in the stands 25 to put in front of their faces to honor Hank</p>	<p>28</p> <p>1 event. 2 This allowed the members, and the fan 3 base at Milwaukee to come and watch some 4 high-level adult soccer, which they probably 5 haven't seen in a long time. There is no doubt 6 that they were treated to a great event, some 7 very good soccer, during that weekend. 8 On both nights that we had the 9 semifinals and the finals, they had to bring in 10 extra bleachers, because they were anticipating 11 big crowds. And on the first night for the 12 semifinals, they had 1,500 paid attendance, to 13 come into the field and watch the semifinals. On 14 the final night, they had approximately 2,000 15 fans at the event, which, as long as I have been 16 involved, for the last, 20, 30, years, that was 17 the most people we've had, probably, with the 18 last 30 years put together. It was a great 19 event. 20 We even had the honor of one-time 21 national team coach, Bob Gansler showed up to 22 watch the game. 23 So, the atmosphere, everything the 24 Bavarians did, really stepped up and made that 25 event, the event that we feel the event deserves.</p>

<p style="text-align: center;">29</p> <p>1           So I think we have found a solution  2 for our cups, and it's to bring the cups to the  3 people, instead of trying to bring the key people  4 to the cups. So it's working. We're going to  5 continue to do that.</p> <p>6           One thing that we all need to do,  7 and, if I knew what the silver bullet was, we  8 would use it, but that is we need to bring back  9 our women's soccer. I know everybody in this  10 room believes in it. The question is, how do we  11 do it? And if there's anyone, anyone in this  12 crowd, that believes they have an answer or a way  13 that we can elevate and bring back our women's  14 competition and our women's championship, back to  15 the forefront, please come and see me. I will  16 definitely hear your advice, and hopefully, you  17 can lead that effort, because everybody,  18 including the regions, including us at the  19 national level, have tried to bring back the  20 women's game, and it's a challenge, part of -- a  21 big challenge. So, I challenge everybody in here  22 to try to find a way, or come up with ideas that  23 we can bring back the women's game, and I welcome  24 any ideas.</p> <p>25           We also looked at ways to continue to</p>	<p style="text-align: center;">31</p> <p>1           Some state associations are doing a  2 fantastic job, coming up with new programs to  3 attract new members. We need all of you to make  4 that effort. I ask you to make a commitment to  5 grow your state association membership by 10  6 percent by next year. If we can all do 10  7 percent by next year, our numbers would grow  8 rapidly. It's not an easy task, I understand  9 that, but I believe when there is a will, there  10 is a way.</p> <p>11           One thing that concerned me this  12 weekend, while we're here, was some of the noise  13 I heard, and something that was brought up to my  14 attention, regarding the relationship between all  15 of you out there and all of us up here. It  16 saddens me to hear that some of you feel that you  17 feel detached; you're not part of this  18 organization, you don't get that fuzzy feeling  19 anymore, and it bothers me, as the president of  20 this association.</p> <p>21           I know some of you want to be more  22 involved. But I will say that, you know, this  23 organization is not the organization we were 30  24 years ago. 30 years ago, we didn't have an  25 office, we had no staff, so everything that this</p>
<p style="text-align: center;">30</p> <p>1 grow our membership. And I believe that this  2 year, we will finally see an increase in U.S.  3 Adult Soccer, a significant increase, that we  4 haven't seen in many years. As everyone knows,  5 the Adult Soccer numbers have been dropping, you  6 know, for the last five, six years, but I believe  7 that this year that with some efforts of you out  8 there and efforts of people up here, we have, we  9 will see our numbers increase dramatically this  10 year.</p> <p>11           For an example, the Super Y League,  12 which is part of the USL organization, they will  13 be, they decided to leave the organization they  14 were with, which was with U.S. Youth Soccer, they  15 decided to come and join us. That would bring in  16 another 8,000 players to our organization. That,  17 in addition to the U.S. Club Soccer that we --  18 that joined us a year or two ago, we are  19 continuing to attract members from other  20 organizations into our U.S. Adult Soccer soccer  21 family, but we, as the board, cannot do  22 everything alone. We need your help to continue  23 to grow. We are a partnership, and we need each  24 other to continue to look for ways to grow this  25 organization.</p>	<p style="text-align: center;">32</p> <p>1 organization did, depended on all of you. Right?  2 We needed volunteers -- for an example, when we  3 held this event, we always used our state  4 association volunteers, our state association  5 officers came out, and you ran the event, because  6 we had no staff. We are at a different stage in  7 our lives. Now, we have paid staff who pretty  8 much are running our events, but that is no  9 excuse why we can't use some of you a little bit  10 more.</p> <p>11           I, as your president, need to know  12 what your issues are, okay. And I will be honest  13 with you. I have been president for two and a  14 half years. I can count on this hand, how many  15 present in this room have actually called me in  16 two and a half years. If there are issues, if  17 there are things that are bothering you, if there  18 are things that you think we can do better, call  19 me. I want to hear from you.</p> <p>20           But coming to these events, and  21 hearing that, well, our members are not happy,  22 they're not satisfied, blah, blah, blah, doesn't  23 help. Call me ahead of time. Call me any time,  24 and let me know what your issues are, what you  25 want to do, what you think we can do better, all</p>



<p>33</p> <p>1 of us, because that's the only way we're going to 2 get better.</p> <p>3           Like I said earlier, we are a 4 partnership. We need each other to support each 5 other, to grow this organization. We're not 6 going to do it alone. You're not going to do it 7 alone. We need each other. And if some of you 8 feel that maybe the board is disenfranchised from 9 you, I also will say that sometimes we feel that 10 we don't get the support from you to us.</p> <p>11           There are some needs. Some of you 12 have said we needed some different competitions. 13 We need to expand what we do, and we've done it, 14 and I will give you an example. We had the 15 Soccer Fest this year, right, in Denver, 16 Colorado? We came up with so many different 17 competitions, coed, walking soccer, Paralympic 18 soccer, 3 v 3 soccer; guess what? We didn't hold 19 any of those competitions, even though we 20 advertised it, we wanted to do it, because you 21 asked for it; we had no one sign up for those 22 competitions.</p> <p>23           So we need your help also, in this 24 partnership, to get those teams to come and 25 participate. There's so much we can do as a</p>	<p>35</p> <p>1 that message how important it is for us to sign 2 those waivers to play.</p> <p>3           We just got over a major, major 4 lawsuit against us for a player who ended up 5 being a quadriplegic while he was at a tryout. 6 Okay. We settled out of court, but we were this 7 close of having to defend our association in 8 court, because the insurance company was not 9 properly -- they didn't want to protect us 10 because we didn't have the proper waiver signed.</p> <p>11           That lawsuit, if it wasn't settled 12 with our insurance company, would have put USASA 13 out of business. We would not be here in the 14 future.</p> <p>15           That's how serious that is. And I 16 have taken it very serious, and that's why we 17 told the board, and the board all agreed that by 18 January, we have to find a way of having every 19 player out there sign that waiver form, because 20 we have to protect our association. It was 21 major. We came that close.</p> <p>22           Okay, so it was really, really, an 23 eye opener for us, that, you know, we need to go 24 in front of our members and tell them this has to 25 be done. No more talk. We can't talk anymore.</p>
<p>34</p> <p>1 board, but if we don't get the support from the 2 states, nothing happens. So, like I said, it's a 3 partnership.</p> <p>4           Also, I would like it to be known, 5 and I know it was said at the regional meetings, 6 we were told, well, we need to make more 7 tournaments, smaller sides, not 11 v 11. Well, 8 we worked for a long time to get a tournament in 9 Las Vegas, which is happening in November, 8 v 8, 10 which is what we were told our members wanted. 11 As of today, we've got six teams signed up. Come 12 on, folks, I mean, we're trying. We're doing the 13 best we can, as a board, and getting these 14 programs, and getting these events done, but if 15 we don't get the cooperation from everybody in 16 this room, we're not moving. We need you to push 17 your teams, your leagues, and get the word out 18 and get some enthusiasm going and bring these 19 teams to our events.</p> <p>20           Finally, I know most of you guys, and 21 this is a very important piece of this, and I 22 know you heard it at the regional meetings, and 23 you heard it at the workshop yesterday, and it 24 has to do with the insurance. I know, you 25 attended a workshop yesterday. I hope you read</p>	<p>36</p> <p>1 We have to get it done. And by January, we're 2 going to get a program out there, that every 3 player can sign a waiver electronically -- and I 4 know that's a bad word in this group -- but we 5 have committed, the board, that, any state 6 association who needs any assistance in getting 7 this done, we're going to get it done. We have 8 to get it done.</p> <p>9           So we took it seriously. I'm sure 10 you will take it seriously. It's the future of 11 our organization, and we need to get it done.</p> <p>12           Thank you for listening. And I 13 cannot stress enough that, you know, again, we 14 are partners in this endeavor. We need each 15 other. We can't do it alone. You can't do it 16 alone, but we have to do it together. So in 17 saying that, thank you. Hope you enjoyed your 18 weekend, and I hope you enjoy the dinner tonight. 19 Thank you.</p> <p>20           (Applause.)</p> <p>21           PRESIDENT MOTTA: Do we have any 22 other reports from any committee that would like 23 to give a report?</p> <p>24           Any questions on the Treasurer's 25 Report that was sent out?</p>

37	<p>1 Seeing none, we're going, next, we 2 would like to, I would like to entertain a motion 3 to accept the actions of the board, the actions 4 of the board since the last National Council 5 Meeting. 6 UNIDENTIFIED SPEAKER: So move. 7 PRESIDENT MOTTA: Second? 8 UNIDENTIFIED SPEAKER: Second. 9 UNIDENTIFIED SPEAKER: Second. 10 PRESIDENT MOTTA: Any debate? Any 11 questions? Any discussion? 12 Seeing none, all in favor say aye? 13 Anybody opposed? Thank you. 14 (Motion passed.) 15 PRESIDENT MOTTA: Okay. Next what we 16 will do is we're going to have a vote on the 17 budget. 18 MR. CALABRO: Hello, Nick Calabro, 19 Chairman of the Budget Committee. The Budget 20 Committee met, discussed, reviewed the budget, 21 and then presenting it in its current form for 22 approval. 23 Can I have a motion for approval of 24 the budget, please? 25 UNIDENTIFIED SPEAKER: So move.</p>	39	<p>1 Roger Hamilton and those folks. I had one of my 2 players, who was about 60, a woman, come to me 3 about two months ago, and said, Can you help us 4 set up walking soccer? And this weekend, while 5 we have been here, I don't know, probably six or 6 eight states from Region IV have interest in 7 perfecting the game. It's for the older 8 athletes, or it could be younger athletes that 9 have injuries, knees, hips, that don't allow them 10 to run. 11 So if you've got a pen. Josh Vega, 12 who is from my staff, went out and shot a video 13 about walking soccer. And I know I'm always the 14 non-traditional guy that talks about things, I 15 love competitive soccer. I love the best 16 competitive soccer on the planet, but I also love 17 people playing this game. So if you go to 18 Facebook and if you just type in the name of our 19 association, it's Washington State Adult Soccer. 20 It's a post from September 7th, and it's the 21 Puget Sound Walking Soccer League, and we have 22 got support from the varsity team from the 23 University of Washington -- and the other team 24 was what, from Somalia, a women's team? New 25 Guinea -- and they demonstrated the sport. Take</p>
38	<p>1 MS. BEYER: Second. 2 MR. CALABRO: Any discussion? All in 3 favor, please say aye? Any opposed? Thank you. 4 (Motion passed.) 5 PRESIDENT MOTTA: We do not have any 6 amendments for this year, for this meeting. 7 Anybody have any new business they would like to 8 bring up? 9 Tim Busch. 10 MR. BUSCH: Is -- I don't think the 11 mic is on. Now, it is. Can you hear me? 12 PRESIDENT MOTTA: Yes. 13 MR. BUSCH: First, I want to echo 14 this, I'm one of the guys that has called John, 15 and I will testify that he does call you back. 16 So I think it's important if we have issues, that 17 you do those things. 18 The other thing that I want to share 19 with everybody is I think we've had a really good 20 series of workshops talking about the future, 21 generations of changes and all the rest. And one 22 of the things that, actually, I first heard about 23 from Duncan, because his dad back in England, and 24 all the rest, was walking soccer, which they have 25 been playing first in Portland, Ann Braghero,</p>	40	<p>1 a look at it. I think you will find players that 2 have not been able to play that will be 3 interested in coming back. We started with ten 4 people, we're up to 40. We're going to play 5 indoor over this winter. We're going to go to 6 men's and women's division. So thank you. Take 7 a look at the video, and send me an e-mail, if 8 you are interested. Thank you. 9 PRESIDENT MOTTA: Paul Scherer. 10 MR. SCHERER: Paul Scherer from 11 Region IV. 12 What I would like to bring up under 13 the new business is just for all of us to think 14 about a changeable model of our National Cup. I 15 know that many of you don't think I have the 16 passion for the game, of the league and the 17 National Cups. You are absolutely wrong. I've 18 always believed in the National Cup. I think 19 it's one of our -- the Werner Fricker Cup is one 20 that we should really be touting; it's the oldest 21 cup we have. It's one that we should really 22 stand behind, but I think of using subsidies as a 23 way to drive games there isn't really the way it 24 works. And we have lost numbers. 25 What I would like us to think about,</p>

<p>41</p> <p>1 and take back to our regions and think about a                  2 little bit more, is a new model, totally, where                  3 we would use prize money for the champion. Each                  4 one of the four finalists would get dollars from                  5 that, rather than calling it travel subsidies,                  6 why don't we turn that around, and say, the first                  7 place winner or the champion gets \$10,000? The                  8 next place gets 8,000, and on down, whatever that                  9 might be, 5,000, 2,000, whatever that might be.                  10 I think it would be about the same                  11 amount of budgets that we have in our, that are                  12 budgeted now, but I think it would be a lot                  13 better way to advertise and bring in those teams                  14 that really would bring that level of competition                  15 up.                  16 When I talked with the teams -- and                  17 believe it or not, I've actually gone to the                  18 national cup. I didn't go last year, I'm really                  19 sorry I couldn't make it there, I had another                  20 commitment -- but when I go and talk to the                  21 teams -- and I do, I go and talk to the players.                  22 And I ask them, what do you like about this?                  23 What part of this do you like? And what do you                  24 think would be better? And I had, everyone I                  25 talked to, except for one person, and out of</p>	<p>43</p> <p>1 Thank you.                  2 PRESIDENT MOTTA: Thank you, Paul.                  3 And I want to applaud Paul for standing up here                  4 and coming up with a new idea. Many of us know                  5 that there are many Hispanic leagues out there,                  6 and affiliate leagues out there, and what's the                  7 number one thing that attracts them is the prize                  8 money, at the end of the tournament, prize money                  9 at the end of a league. So I think there's a lot                  10 of merit into Paul's proposal or suggestion, and                  11 I think it's something that we should all look                  12 at, okay, because, you know, we all love the                  13 cups. But maybe there is another twist to the                  14 cups that we haven't done ever in the past, that                  15 may attract a lot more teams. So, you know, I                  16 applaud Paul again for coming up with that, and I                  17 actually support that idea. And I think that we                  18 should all go back and have conversations around                  19 that, and see if that's a better use for the                  20 money, and try to grow our cup program.                  21 So thank you, Paul.                  22 Okay. Any other, before we go into                  23 the Good of the Game, any other new business? If                  24 not, before we go into the Good of the Game, I                  25 would like to -- and I should have done this in</p>
<p>42</p> <p>1 everyone I talked to -- and I must have talked to                  2 30 or 40 people or more each time that I have                  3 gone -- and all of them said, it would be great                  4 to see prize money.                  5 One person said, Oh, we really like                  6 the subsidy. Everybody else told me they would                  7 rather see it with prize money. So I don't think                  8 we're listening to our team. I don't think we're                  9 listening to our players. We might be listening                  10 to the managers of those teams, I don't know, but                  11 I think we have to include the players as well.                  12 And that's what I do, I went out and I actually                  13 talked to the players.                  14 So I would just encourage us to start                  15 thinking about it. I was actually going to                  16 propose it in the budget today, but I also want                  17 to present a united front on our board, so we do                  18 support the budget, we do support what we're                  19 trying to do. But I also want us to think about                  20 new models, new ways of doing business, a new way                  21 of conducting ourselves, and move forward with                  22 it. And I really think, in the long run, that                  23 this model, if we change it to prize money, that                  24 we will see those things come back that we're not                  25 seeing. We will see more teams involved.</p>	<p>44</p> <p>1 the beginning of the meeting, but it would be,                  2 it's part of the Good of the Game -- and it would                  3 be for a Moment of Silence to remember all those                  4 of our soccer community, who have left before us                  5 and are in peace right now. So, if everybody can                  6 bow their heads for a Moment of Silence to                  7 remember those that have gone before us.                  8 (Moment of Silence.)                  9 PRESIDENT MOTTA: Thank you.                  10 Now, for Good of the Game. Anybody                  11 have anything for Good of the Game?                  12 Richard.                  13 MR. MOELLER: Richard Moeller. I'm                  14 president of the Florida State Soccer                  15 Association. I want to again welcome everybody                  16 to Florida, and I hope you enjoy the rest of the                  17 day, and tomorrow, as long as you are staying,                  18 and as a token of hospitality, we would like to                  19 invite everyone to the hospitality suite we have,                  20 it's Suite Number 1264, and it will be open up                  21 after the Hall of Fame ceremonies, and let's                  22 celebrate and have a few hors d'oeuvres and                  23 things like that. So, thank you.                  24 (Applause.)                  25 PRESIDENT MOTTA: Paul, Paul Scherer.</p>

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1 MR. SCHERER: I would just like to  
 2 comment on the Governance Committee, and the  
 3 report that they gave us. They came in and  
 4 evaluated us, and you know what? It was  
 5 fantastic. It's good to find out how crafty you  
 6 really are.

7 You know, they started off, and, I'm  
 8 thinking, oh, my gosh, we've got an F, we're  
 9 failing big time, but by the end, I think we made  
 10 it up to a B-minus, so I felt better by the time  
 11 they left there.

12 Quite frankly, I think it's one of  
 13 the best things that's happened in this  
 14 organization in a long time. The people put a  
 15 lot of effort into it. They came there, they  
 16 evaluated us, but they didn't just come in and  
 17 say, gee, this isn't working or whatever. They  
 18 gave us ideas. They gave us direction. They  
 19 gave us things to think about. So it wasn't just  
 20 a bitch session. They actually came in, and  
 21 said, hey, this is where you need to improve.  
 22 And quite frankly, that's their job, and they did  
 23 a superlative job, and I think, you know, maybe,  
 24 they can be congratulated and thanked so much for  
 25 that. Thank you, Governance Committee.

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1 (Applause.)  
 2 PRESIDENT MOTTA: Okay. Lori.  
 3 MS. STONEBURNER: Hi there, I'm Lori  
 4 Stoneburner. For whose of you who don't me, I'm  
 5 your current treasurer. I just want to let you  
 6 know that I am running for reelection. I'm still  
 7 working on getting my campaign buttons and fliers  
 8 printed, but I will be running, and appreciate  
 9 your support and your vote.

10 (Applause.)  
 11 PRESIDENT MOTTA: Thank you, Lori.  
 12 Anybody else for the Good of the  
 13 Game? Before I turn it over to Duncan, I would  
 14 like to say thanks to Florida for hosting that  
 15 hospitality and hosting us in the great state of  
 16 Florida.

17 (Applause.)  
 18 PRESIDENT MOTTA: And next year, we  
 19 will be back at Lake Tahoe, up in Region IV, so  
 20 we're looking forward to fall, and the Region IV  
 21 frou-frou.  
 22 Okay. I will turn it over to Duncan.  
 23 He will give you the logistics for the rest of  
 24 the day.  
 25 MR. RIDDLE: Just some housekeeping,

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1 then, for tonight. The Hall of Fame  
 2 pre-reception starts at 6:30 out in this area  
 3 outside. Dinner will start at 7:30, back in this  
 4 room.

5 Make sure you bring your tickets with  
 6 you, because, obviously, we've ordered all the  
 7 meals, and we just have to make sure we've got  
 8 enough meals to feed everybody. Thanks for your  
 9 participation yesterday. Much appreciated. We  
 10 will get all the presentations sent directly out  
 11 to you all, we will go to the president executive  
 12 list. If you need extra copies or anything like  
 13 that just, obviously, contact the office, and  
 14 we're happy to give you that. Thanks again, and  
 15 we shall see you tonight at the Hall of Fame.

16 PRESIDENT MOTTA: Okay. So we will  
 17 adjourn the meeting, and it is now exactly 2:00.  
 18 So I did my best to give you a few hours, so you  
 19 can enjoy the sunshine outside and the pool, so  
 20 we did our best, I told Arthur, we would be done  
 21 by 2, so he owes me a drink.

22 Thank you, everyone.  
 23 (Adjourned at 1:00 p.m.)  
 24  
 25

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REPORTER'S CERTIFICATE.

1  
 2  
 3 I, DEBRA K. RESLING, RMR, Certified Realtime  
 4 Reporter within Colorado, appointed to take the  
 5 meetings of the United States Adult Soccer  
 6 Association, do certify that the within proceedings  
 7 of the Midyear Meeting were taken by me  
 8 stenographically in Orlando, Florida, on October 1,  
 9 2016, then reduced to typewritten form consisting of  
 10 48 pages herein; that the foregoing is a true  
 11 transcript of the proceedings had.

12  
 13 In witness hereof I have hereunto set my  
 14 hand this 7th day of October, 2016.  
 15  
 16

\_\_\_\_\_  
 17 Debra K. Resling, RMR  
 18 Certified Realtime Reporter  
 19 and Notary Public.  
 20 4 Cheyenne Boulevard  
 21 Colorado Springs, CO 80905

22 My commission expires February 28, 2017  
 23  
 24  
 25