

<p style="text-align: center;">1</p> <p>1 PROCEEDINGS</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p> <p>6</p> <p>7 UNITED STATES ADULT SOCCER ASSOCIATION</p> <p>8</p> <p>9</p> <p>10 NATIONAL COUNCIL MEETING</p> <p>11</p> <p>12</p> <p>13</p> <p>14 Hyatt Regency O'Hare</p> <p>15 Rosemont, Illinois</p> <p>16 October 6, 2012</p> <p>17 1:00 p.m. - 2:05 p.m.</p> <p>18</p> <p>19</p> <p>20 Reported by</p> <p>21 Debra K. Resling, RMR, CRR</p> <p>22 Resling Sportsript, Inc.</p> <p>23 4 Cheyenne Blvd.</p> <p>24 Colorado Springs, CO 80905</p> <p>25</p>	<p style="text-align: center;">3</p> <p>1 (Commencing at 1:00 p.m.)</p> <p>2 PRESIDENT GROFF: We'll start</p> <p>3 promptly at 1:00.</p> <p>4 Good afternoon.</p> <p>5 We're calling to order the National</p> <p>6 Council meeting of the United States Adult Soccer</p> <p>7 Association.</p> <p>8 So our first item is we take a Moment</p> <p>9 of Silence to think of those friends, loved ones</p> <p>10 of our Soccer family that have passed away or who</p> <p>11 are ill, so please take this moment to think of</p> <p>12 them and wish them well.</p> <p>13 (Moment of silence.)</p> <p>14 PRESIDENT GROFF: First order of</p> <p>15 business is the roll call. Chair of the</p> <p>16 Credentials Committee.</p> <p>17 MR. EJLALI: Hello and welcome. I'd</p> <p>18 like to take a moment and have all Hall of Famers</p> <p>19 stand and be recognized. All Hall of Famers,</p> <p>20 please.</p> <p>21 (Applause for the Hall of Fame</p> <p>22 Attendees.)</p> <p>23 MR. EJLALI: I'm going to do roll</p> <p>24 call and please respond when called with "here"</p> <p>25 or facsimile.</p>																																																									
<p style="text-align: center;">2</p> <p>1 AGENDA</p> <p>2</p> <p>3</p> <table border="0" style="width: 100%;"> <thead> <tr> <th style="text-align: left;">ITEM</th> <th style="text-align: left;">Page</th> <th style="text-align: left;">Line</th> </tr> </thead> <tbody> <tr> <td>4 1 Moment of Silence</td> <td>3</td> <td>8</td> </tr> <tr> <td>5 2 Roll Call</td> <td>3</td> <td>14</td> </tr> <tr> <td>6 3 Credentials Report</td> <td>13</td> <td>6</td> </tr> <tr> <td>7 4 Confirmation of Minutes -</td> <td>13</td> <td>17</td> </tr> <tr> <td>8 2011 AGM</td> <td></td> <td></td> </tr> <tr> <td>9 5 Communication</td> <td>--</td> <td>--</td> </tr> <tr> <td>10 6 Reports of Officers and</td> <td>14</td> <td>2</td> </tr> <tr> <td>11 7 Committees</td> <td></td> <td></td> </tr> <tr> <td>12 8 Unfinished Business</td> <td>--</td> <td>--</td> </tr> <tr> <td>13 9 Amendments to the Charter</td> <td>24</td> <td>5</td> </tr> <tr> <td>14 10 Bylaws and Policies</td> <td></td> <td></td> </tr> <tr> <td>15 11 New Business</td> <td>26</td> <td>23</td> </tr> <tr> <td>16 12 (a) Approval of New Members</td> <td>26</td> <td>24</td> </tr> <tr> <td>17 13 (b) Presentation</td> <td>41</td> <td>11</td> </tr> <tr> <td>18 14 (c) Centennial Membership</td> <td>35</td> <td>3</td> </tr> <tr> <td>19 15 Campaign</td> <td></td> <td></td> </tr> <tr> <td>20 16 (d) New National Competitions</td> <td>37</td> <td>25</td> </tr> <tr> <td>21 17 Adjournment</td> <td>55</td> <td>6</td> </tr> </tbody> </table> <p>22</p> <p>23</p> <p>24</p> <p>25</p>	ITEM	Page	Line	4 1 Moment of Silence	3	8	5 2 Roll Call	3	14	6 3 Credentials Report	13	6	7 4 Confirmation of Minutes -	13	17	8 2011 AGM			9 5 Communication	--	--	10 6 Reports of Officers and	14	2	11 7 Committees			12 8 Unfinished Business	--	--	13 9 Amendments to the Charter	24	5	14 10 Bylaws and Policies			15 11 New Business	26	23	16 12 (a) Approval of New Members	26	24	17 13 (b) Presentation	41	11	18 14 (c) Centennial Membership	35	3	19 15 Campaign			20 16 (d) New National Competitions	37	25	21 17 Adjournment	55	6	<p style="text-align: center;">4</p> <p>1 (The following represents the roll</p> <p>2 call being called by Mr. Ejlali; the answers by</p> <p>3 the respective parties.)</p> <p>4 Q President Richard Groff.</p> <p>5 A Here.</p> <p>6 Q Vice-President Bill Bosgraaf.</p> <p>7 A Here.</p> <p>8 Q Secretary Shonna Schroedl.</p> <p>9 A Here.</p> <p>10 Q Treasurer Toni Briggs.</p> <p>11 A Here.</p> <p>12 Q Region 1 Deputy Director -- I mean,</p> <p>13 Region 1 Director, Fritz Marth.</p> <p>14 A Here.</p> <p>15 Q Region 1 Deputy Director, Tony</p> <p>16 Falcone.</p> <p>17 A Here.</p> <p>18 Q Region 1 Secretary, Scott Mapes?</p> <p>19 A (No response.)</p> <p>20 Q Region 1 Treasurer, John Kahmke.</p> <p>21 A Here.</p> <p>22 Q Region 2 Director, Bruno Trapikas.</p> <p>23 A Here.</p> <p>24 Q Region 2 Deputy Director, Bill Davey.</p> <p>25 A Here.</p>
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5		7	
1	Q Region 2 Secretary, Dyann Pugliese.	1	A Here.
2	A Here.	2	Q Georgia.
3	Q Region 2 Treasurer, Wayne Wilson.	3	A Here.
4	A (No response.)	4	Q Hawaii.
5	Q Region 3 Director, Robert LaVielle.	5	A Here.
6	A Here.	6	Q Idaho.
7	Q Region 2 Deputy Director; here.	7	A Here.
8	Region 3 -- excuse me -- Karon Byers,	8	Q Illinois.
9	secretary?	9	A Here.
10	A (No response.)	10	Q Indiana.
11	Q Region 3 Treasurer, Jeanne Smith.	11	A Here.
12	A Here.	12	Q Iowa.
13	Q Region 4 Director, Dan Trainor.	13	A Here.
14	A Here.	14	Q Kansas.
15	Q Region 4 Deputy Director, Mike	15	A Here.
16	Maloney.	16	Q Kentucky.
17	A Here.	17	A Here.
18	Q Region 4 Secretary, Barbara	18	Q Louisiana.
19	Trainor.	19	A Here.
20	A (No response.)	20	Q Maine.
21	Q Region 4 Treasurer, Lori Stoneburner.	21	A (No response.)
22	A Here.	22	Q Maryland.
23	Q Member-at-large, John Motta.	23	A Here.
24	A Here.	24	Q Massachusetts.
25	Q Member-at-large, Jim Hamilton.	25	A Here.
6		8	
1	A Here.	1	Q Metro D.C./Virginia.
2	Q Alabama.	2	A Here.
3	A (No response.)	3	Q Michigan.
4	Q Alaska.	4	A Here.
5	A (No response.) Here.	5	Q Minnesota.
6	(Laughter.)	6	A Here.
7	Q Arizona.	7	Q Mississippi.
8	A Here.	8	A (No response.)
9	Q Arkansas.	9	Q Missouri.
10	A Here.	10	A (No response.)
11	Q California North.	11	Q Montana.
12	A Here.	12	A Here.
13	Q California South.	13	Q Nebraska.
14	A Here.	14	A (No response.)
15	Q Colorado.	15	Q New Hampshire.
16	A Here.	16	A (No response.)
17	Q Connecticut.	17	Q New Jersey.
18	A Here.	18	A Here.
19	Q Delaware.	19	Q New Mexico.
20	A (No response.)	20	A Here.
21	Q Eastern New York.	21	Q Nevada.
22	A Here.	22	A (No response.)
23	Q Eastern Pennsylvania.	23	Q North Carolina.
24	A Present.	24	A Here.
25	Q Florida.	25	Q North Texas.

9	11
1 A Here.	1 A (No response.)
2 Q Ohio North.	2 Q Region 3 Secretary, Karon Beyer.
3 A Here.	3 A (No response.)
4 Q Oklahoma.	4 Q Region 4 Secretary, Barbara Trainor.
5 A Here.	5 A (No response.)
6 Q Oregon.	6 Q Alabama.
7 A Here.	7 A (No response.)
8 Q Pennsylvania West.	8 Q Delaware.
9 A Here.	9 A (No response.)
10 Q Rhode Island.	10 Q Maine.
11 A Here.	11 A (No response.)
12 Q South Carolina.	12 Q Mississippi.
13 A (No response.)	13 A (No response.)
14 Q South Dakota.	14 Q Missouri.
15 A Here.	15 A (No response.)
16 Q Southern Ohio.	16 Q Nebraska.
17 A Here.	17 A (No response.)
18 Q Tennessee.	18 Q New Hampshire.
19 A (No response.)	19 A (No response.)
20 Q Texas South.	20 Q Nevada.
21 A Here.	21 A (No response.)
22 Q Utah.	22 Q South Carolina.
23 A Here.	23 A (No response.)
24 Q Vermont.	24 Q Tennessee.
25 A Here.	25 A (No response.)
10	12
1 Q Washington.	1 Q West Virginia.
2 A Here.	2 A (No response.)
3 Q West Virginia.	3 Q Wyoming.
4 A (No response.)	4 A (No response.)
5 Q Western New York.	5 Q ANSL.
6 A Here.	6 A (No response.)
7 Q Wisconsin.	7 MR. EJLALI: That concludes.
8 A Here.	8 PRESIDENT GROFF: Thank you, Darius.
9 Q Wyoming.	9 Yesterday, during the coaches and
10 A (No response.)	10 referees luncheon, we commented that we had a
11 Q USL.	11 video on the individual who won the Coach of the
12 A Here.	12 Year award. Our Vice-President Bill will
13 Q WPSL.	13 introduce the video and remind you of the winner.
14 A Here.	14 MR. BOSGRAAF: Hello, everybody. I
15 Q MPSL.	15 got a chance to talk to Chris Dorich yesterday,
16 A Here.	16 last night, this morning. I can tell you this
17 Q ANSL.	17 guy has been really, really excited about
18 A (No response.)	18 receiving this thing, and he's very, very honored
19 Q MSSL.	19 about having received this award. And he wants
20 A Here.	20 to thank all of you for believing in him and the
21 Q I will go through the ones that	21 work that he's been doing both locally,
22 didn't answer.	22 regionally and nationally for us. So, anyway,
23 Scott Mapes, Region 1 Secretary?	23 having said that, the video that was made over
24 A (No response.)	24 here was done without him knowing that;
25 Q Region 2 Treasurer, Wayne Wilson.	25 obviously, he didn't know that he was going to

<p>13</p> <p>1 win the national award. So it's short and sweet.                  2 Anyway, thank you.                  3 (Video shown.)                  4 PRESIDENT GROFF: Thank you, Bill.                  5 Are you ready?                  6 MR. EJLALI: Total vote count 188.                  7 95, majority. 63, two-thirds.                  8 PRESIDENT GROFF: We're having a                  9 discussion.                  10 MR. EJLALI: Yes, you're right. 122                  11 is two-thirds -- no. 126. Excuse me.                  12 PRESIDENT GROFF: So two-thirds is                  13 126. Does everyone agree? Okay. Great.                  14 MR. EJLALI: Mr. President, and for                  15 the record, Alabama did show.                  16 PRESIDENT GROFF: Alabama is present.                  17 The next item is confirmation of                  18 minutes. Could I have a motion to approve the                  19 minutes?                  20 MR. HAMILTON: So move.                  21 PRESIDENT GROFF: Second?                  22 UNIDENTIFIED SPEAKER: Second.                  23 PRESIDENT GROFF: All those in favor,                  24 say aye?                  25 Anyone opposed?</p>	<p>15</p> <p>1 the expenses related to that.                  2 So you can see we're very healthy.                  3 We will be sending out the final audited                  4 financial statements probably somewhere in the                  5 November 15th time range, and we'll still keep                  6 current with the monthlies that are unaudited.                  7 And if you have any questions at all,                  8 you can e-mail me or call me, but I want to thank                  9 my staff, Jeane. She -- I hardly ever hear from                  10 her, so that's how good she's doing on these                  11 financial statements. And I'm happy not to hear                  12 from so many of you, as I have in the past, on                  13 the monthly financials, but that just is a                  14 testament to our staff and how hard they're                  15 working on that.                  16 (Applause.)                  17 PRESIDENT GROFF: Thank you, Tony.                  18 Mr. Motta, you have a referee report.                  19 MR. MOTTA: Good afternoon, John                  20 Motta, chairman of the USASA Referee Committee.                  21 I just want to read one of the                  22 objectives from our Task Force that we did at the                  23 Strategy Summit we had in Phoenix. And it said:                  24 By the year 2013, deploy to all membership                  25 organizations a comprehensive coaching and adult</p>
<p>14</p> <p>1 Carried unanimously.                  2 We're going to go to the reports of                  3 officers and committees, and the first one will                  4 be an update on our financial status from the                  5 treasurer.                  6 MS. BRIGGS: We just condensed the                  7 balance sheet. This is not a formal report. I                  8 would never let that go out to anybody, but                  9 that's a condensed so we could get it on one.                  10 But for the most part, I was asked                  11 how much money do we have in the bank; we have                  12 just a little over \$2 million sitting in the                  13 bank. Our receivables and payables are pretty                  14 equitable, so we're current. We pay everything                  15 within 30 days, and we always pay one month in                  16 arrears for U.S. Soccer and for our insurance                  17 program. You can see that our net income for the                  18 year is 291,000. We still haven't had our audit,                  19 which starts next week, and I would expect that                  20 to change just slightly, based on some of the                  21 calculations for interest. But we're still                  22 waiting on a couple of accruals from some of                  23 the -- I think we have three state associations                  24 that haven't paid their player fees; we're                  25 waiting for those to come in and then to accrue</p>	<p>16</p> <p>1 soccer focus referee development program.                  2 Well, I stand before you -- I stood                  3 before you last year and said that we would have                  4 the referee program completed by this summer. We                  5 fell a little short on it, but some of you were                  6 in the room yesterday when we unveiled the newly                  7 proposed -- the newly developed referee training                  8 module for referees who want to do adult soccer.                  9 I was totally impressed with the work that U.S.                  10 Soccer has done to fulfill our needs. And by                  11 February 13th, the final product will be                  12 available to start rolling out to the state                  13 associations to start developing and start                  14 training new referees in your state to referee                  15 the adult game.                  16 This training module will be totally                  17 focused on how to referee the adult games,                  18 something that has never been developed. So we                  19 have met the Strategy Summit's goal by 2013 to                  20 have it done. It will be done in the -- by                  21 February.                  22 So my challenge to everybody in the                  23 room is you guys challenged the referee committee                  24 to get this thing done. It is. It will be done.                  25 Now I want to challenge all the members for next</p>

<p>17</p> <p>1 year to start implementing this. So what I will                  2 ask is that every state association send one                  3 referee, a young referee that you can identify in                  4 your state that has the potential of doing the                  5 adult games, to come to the Veterans Cup, and we                  6 will do a whole training seminar around this new                  7 adult referee training program.                  8 So now, you've asked from us the                  9 training program. We've delivered. Now I'm                  10 asking you to help support it. And I'm going to                  11 ask every state again to send one referee to                  12 Veterans Cup this year so we can actually put                  13 this into effect.                  14 Thank you.                  15 (Applause.)                  16 PRESIDENT GROFF: Thank you, John.                  17 And now a report from the chair of                  18 the coaching committee. Bill.                  19 MR. BOSGRAAF: This is, I think, the                  20 third time I've stood before you to tell you                  21 we're this close. For those who were able to                  22 attend the workshop this morning with the                  23 Federation people, I think we found out that we                  24 are there, and I apologize that we are late --                  25 very late -- in this stuff. We thought we were</p>	<p>19</p> <p>1 of time that's broken up, so, basically, they run                  2 parallel. The only difference is going to be                  3 that we're going to deal with the adult issues,                  4 and, you know, they're going to use -- the Ds and                  5 Es obviously are using the youth issues again.                  6 Both of them lead to the C. You                  7 can't switch. You can't use one for the other.                  8 You know, the youth are pretty particular about                  9 going through the Es and the Ds. If you want to                  10 do the adult side of it, don't do the E and then                  11 try to do a Level 2. You are going to be asked                  12 to do a Level 1 again. Okay. We want to                  13 encourage people that have the Es and Ds to take                  14 these because I think there's a lot of                  15 information in there that's valuable. But we                  16 have got the latest, greatest stuff on a product                  17 that was more or less outdated and out of touch                  18 with where the rest of the world was at.                  19 And from what I learned is the                  20 product that we had, and what the Federation                  21 actually had, was not really being recognized in                  22 the international market. And they have been                  23 busy for the last year and a half updating,                  24 updating, and updating, and we're finally to a                  25 point where we have that product in this country</p>
<p>18</p> <p>1 going to have it done a lot earlier. And when I                  2 spoke in March, I thought we were there. And I                  3 think within two weeks, we got word from the                  4 Federation that they wanted to make more changes,                  5 which put it back into the end of February -- the                  6 end of April, beginning of May. And we decided                  7 to go a different tack and ended up going there,                  8 meeting with them again to finalize some things.                  9 And we finally got to a point where the product,                  10 it's there.                  11 With that, I can tell you that we are                  12 at a point right now that instead of having the                  13 amateur course that we have had over many, many                  14 years, we are now fully integrated with our own                  15 Level 1, our own Level 2, into the USSF coaching                  16 program, and which is the same thing as an E and                  17 a D on the youth side. So this will become --                  18 the Level 2 will become available at the                  19 beginning of the year, but it works the same way                  20 as the youth. You've got to fit -- you know,                  21 like they have to go through is; complete an E to                  22 get to the D, we have to go through and go                  23 through a Level 1 in order to get to the Level 2.                  24 It doesn't take a full year to go                  25 from one to the other, but it is a longer period</p>	<p>20</p> <p>1 and we're fully integrated. So we want to move                  2 forward.                  3 We made -- you know, we made a                  4 proposal to you guys earlier this year about the                  5 first 20 -- the first 20 states that sign up for                  6 a Level 1 course, they would get \$1,000 towards                  7 that. That's still hanging out there, and there                  8 is still money available, and there is some of                  9 them that did apply that haven't been -- you                  10 know, that haven't been serviced yet, but they're                  11 on that list, and we're going to be going --                  12 looking at that fairly soon. And hopefully, you                  13 will take advantage of it. And we'll have all                  14 the stuff available on the web, either through                  15 the Federation or through us or both.                  16 So, anyway, that's basically it.                  17 (Applause.)                  18 PRESIDENT GROFF: Thank you, Bill.                  19 Like these two gentlemen, I also                  20 would like to talk about some things from the                  21 Summit. Two of the objectives that we set --                  22 well, that's the wrong one. If you can't find                  23 it, I will make do.                  24 MR. SCHOTT: It's coming.                  25 PRESIDENT GROFF: It's coming.</p>

<p>21</p> <p>1 The first one was the very first one                  2 where we said by 2015 we would have 500,000                  3 players registered in U.S. Adult Soccer. Well, I                  4 can tell you that's going to be very tough.                  5 Maybe 300,000 is a little more realistic by 2015.                  6 And I do need to thank Bob Kepner and his                  7 membership committee for doing a really                  8 outstanding job in energizing all of our members                  9 that we need to grow. Last year we had 242,959                  10 players in our organization. This year we had                  11 242,398. Very close. But, remember, we lost a                  12 5,000 member in AYSO. We've had some                  13 difficulties with USSSA, and so we lost about                  14 10,000 players. On the other hand, that meant we                  15 grew by 10,000. 30 members increased, 30 out of                  16 60 members, state associations and national                  17 regional leagues, actually increased the                  18 registration. That means more beer mugs, and                  19 certainly this year it should have beer inside.                  20 Our goal is very clear. We need to                  21 grow. And so the Board of Directors has said,                  22 This is how we're going to do it. We're going to                  23 propose it to you, and we are only as strong as                  24 each of our members. We're going to do the 2013                  25 Centennial campaign. This is so that we</p>	<p>23</p> <p>1 the day, unaffiliated players.                  2 The second one was, we wanted to                  3 double the participation in competitions.                  4 When I read that, it didn't say                  5 national competitions. It said all competitions.                  6 At the national level, we are doing more. You                  7 will hear about the National Women's Festival.                  8 Duncan will talk about the Centennial coed                  9 tournaments that we're going to put on in four                  10 different state associations. Those are new                  11 competitions. But really what we need is more of                  12 those statewide competitions. State Cups, the                  13 tournaments, more coed events. All of these are                  14 competitions. So we need to do our part at the                  15 national level; you need to do your part at the                  16 state level.                  17 Every day I think about those eight                  18 objectives. We certainly have heard that we made                  19 one with the referees. We made another one with                  20 the coaches. Our challenge is to meet all of                  21 those eight objectives by 2015. And I'm very                  22 confident that this organization, with your help,                  23 can do that. Thank you.                  24 (Applause.)                  25 PRESIDENT GROFF: I have to correct myself.</p>
<p>22</p> <p>1 affiliate leagues that have never been affiliated                  2 before. Now, we do have a program now with a                  3 rebate, we had some states that said, Well, our                  4 leagues want to wait a year. And so you have                  5 your option. You can do the one with \$5 off of                  6 the \$15, which is ten bucks, and you hold the                  7 money and give it to them a year later, and that                  8 may work in some markets. But with the                  9 Centennial campaign, we'll send a rebate to a new                  10 league that's never been affiliated before                  11 directly, \$4, after they register with you.                  12 Hopefully AYSO will return. Those                  13 negotiations are going on. I feel very positive                  14 about that.                  15 And lastly, I'm asking you to put on                  16 some tournaments, one-day tournaments, for lots                  17 of reasons, futsal, Cinco de Mayo, a coed                  18 tournament. That's why we have this tournament                  19 registration fee. Michigan did it, and they had                  20 700 players, unaffiliated, register for the first                  21 time.                  22 You can do this. It's a great                  23 program. You can set aside a day, maybe do it                  24 with an MLS club or do it with one of your other                  25 high-level clubs and register those players for</p>	<p>24</p> <p>1 Somehow I said Michigan. It was Minnesota that did                  2 the 700 players. Thanks, Brian.                  3 Are there any other reports of officers                  4 and committees?                  5 And so the next item is bylaws. We have                  6 one bylaw. Chair of the Rules Committee.                  7 MS. NELSON: Thank you. As you may                  8 have noticed, there is a single proposed bylaw                  9 change in your book. And when it was put into                  10 the book, there were misprints. You should have                  11 also noticed on the tables at each place when you                  12 came in, there is the amended printing of that                  13 bylaw that gives the proper author, Tim Busch,                  14 versus the National Board of Directors, and also                  15 corrects the verbiage around the Rules Committee                  16 recommendation. And so please take a look at                  17 that quickly.                  18 One of the first tasks that I have to                  19 have in order to get this bylaw moving forward is                  20 to have a motion to adopt, so the chair                  21 recognizes Tim Busch.                  22 MR. BUSCH: Actually, Kris, it will                  23 be my intent to withdraw the bylaw proposal.                  24 I'm Tim Busch. I'm the president of                  25 the Washington State Adult Soccer Association,</p>

<p style="text-align: center;">25</p> <p>1 the third-largest state association in the United 2 States. And I want to talk about what I was 3 trying to deal with or the philosophy behind the 4 bylaw.</p> <p>5           It is important that as individual, 6 regional and national leagues, and in the state 7 associations, that we are clearly involved in the 8 activities and understand what's going on with 9 the National Board of Directors of this 10 organization. Now that may sound like criticism, 11 and it was not intended that way. Because of the 12 change in the cycle for the meetings between our 13 mid-year and the USSF AGM in June, we go for a 14 period of eight months without having a 15 face-to-face meeting. And I will tell you that 16 this board has made decisions related to 17 insurance that have been detrimental to our 18 ability to grow in my state. And I think as a 19 group, I'm looking for more transparency in the 20 decision-making. And I have heard the arguments 21 against having the National Council vote, and 22 Richard came into our Region and mentioned that 23 this isn't the forum to debate or discuss things. 24 If not, I guess I should have stayed home. 25           But anyway, with new technology, I</p>	<p style="text-align: center;">27</p> <p>1 They were approved provisionally by the Board of 2 Directors, and today you will approve them as a 3 full member of U.S. Adult Soccer. I need a 4 motion.</p> <p>5           MR. MALONEY: So moved. 6           MR. EJALI: Moved. 7           PRESIDENT GROFF: Second? 8           UNIDENTIFIED SPEAKER: Second. 9           PRESIDENT GROFF: Any discussion? 10          All those in favor, say aye? 11          Anyone opposed? 12          Peter, welcome. Please stand. 13          (Applause.) 14          MR. MARIAHAZY: I just want to say a 15 couple of minutes -- just a couple of hours, take 16 a nap -- I just want to say thank you. It's an 17 honor to be part of this. Obviously, Wisconsin 18 has gone through some significant transitions 19 over the past several years, and we are very 20 flattered to be part of this national 21 organization. The new leadership is, quite 22 frankly, spending a lot of time at the fields 23 right now making sure leagues get going. I was 24 able to sit in on the recreational committee 25 meeting and listen to them, and there are three</p>
<p style="text-align: center;">26</p> <p>1 believe when there are major issues that need to 2 be dealt with by our body that we clearly can use 3 either Skype or you can use GoToMeeting and have 4 a series of informational items and allow 5 electronic voting on major issues. And so rather 6 than have a huge argument about that today, it 7 isn't a matter of trust; it's verifying, and it's 8 having us involved, because I believe not all the 9 talent in USASA is up on the dais. There's a lot 10 of talent, and we're the grassroots folks that 11 run this engine.</p> <p>12          And so I withdraw the motion. I 13 appreciate everybody listening, but I think we 14 need to look at transparency and remaining 15 involved in major decision-making. Thank you.</p> <p>16          MS. NELSON: Thank you, Tim. 17          Are there any other rules-related 18 items that need to be addressed at this point. 19 Any other proposals from the floor? 20          Seeing none, I'm going to return the 21 mic to Richard Groff. 22          PRESIDENT GROFF: Thanks, Kris. 23          The next item is new business. 24          We have a new member to approve 25 today. This is the Wisconsin Soccer Leagues.</p>	<p style="text-align: center;">28</p> <p>1 areas of focus for growth that we're looking for 2 in Wisconsin. In the ethnic areas -- 3           PRESIDENT GROFF: Peter, turn around 4 and talk into the mic. Just talk into the mic 5 and everyone will hear you. 6           MR. MARIAHAZY: Okay. Sounds good. 7           But anyways, three areas of focus to 8 grow is the coed recreational, ethnic, and then 9 the -- and I'm part of the youth organization, 10 those that grow out of ours and have a continuing 11 spectrum of opportunities. So we're looking 12 forward to that growth. 13          And thank you for approving the 14 membership. 15          PRESIDENT GROFF: It's great to have 16 you. Thank you very much. 17          (Applause.) 18          PRESIDENT GROFF: Mr. McGee, chair of 19 the Best Practices Committee. It's a very 20 special presentation. 21          MR. MC GEE: For those who either 22 don't know me or are not sure that they know me, 23 my name is Bob McGee, and I have been appointed 24 the chairman of the Best Practices Committee. 25          If you are familiar with the bylaws</p>

<p>29</p> <p>1 of our organization, you know that there are                  2 certain standing committees, and the Best                  3 Practices Committee is not a standing committee,                  4 but it's the creature of the formation of both                  5 the Summit and the NBOD that sits up here. So we                  6 have been selected to continue a process that was                  7 started in the Summit in Arizona, which is to                  8 develop best practices for our state                  9 associations. And as part of that request, we                  10 developed, over the last couple of years, a                  11 series of policies, governance standards, and                  12 guidelines. They have not been finally approved                  13 by the NBOD, but they have been out there for                  14 your consideration, the NBOD's consideration.</p> <p>15 But this recent spring, we were asked                  16 by the NBOD to establish not only best practices,                  17 but minimum standards for state associations.                  18 And we agreed to take on that task and try to do                  19 it. But in order for us to be able to establish                  20 what the minimum standards should be for state                  21 associations, as well as the best practices for                  22 state associations, we needed to find out what                  23 you are doing, what each state association may be                  24 doing in terms of governance, whether you are a                  25 501(c)(3) organization or (c)(4) organization;</p>	<p>31</p> <p>1 committee was to try to identify what those best                  2 practices are so that we can somehow share them                  3 with everyone.                  4 So the Best Practices Committee                  5 suggested a survey, and that's what we have                  6 handed out at the regional meetings. Each state                  7 president should have received a best practices                  8 or governance survey. It's designed to be                  9 answered by the president or whoever the                  10 president designates. If the president decides                  11 that the executive director of your state                  12 association is the best one capable of answering                  13 all those questions, then so be it.                  14 But what we decided today is that                  15 this survey, in addition to handing it out and                  16 discussing it at today's meeting and the regional                  17 meetings yesterday, is that this will be sent out                  18 by e-mail by staff from the central office here                  19 in Illinois. It will be sent out -- I have been                  20 assured that it will be sent to every state                  21 president in Microsoft Word format. If you need                  22 it to be converted to some other form, I'm sure                  23 the staff can do that. I'm seeing a nod of the                  24 head here. So if for some reason Microsoft Word                  25 format doesn't seem to fit your computer or your</p>
<p>30</p> <p>1 whether you are a nonprofit corporation in your                  2 state or just an unincorporated association. We                  3 needed to know information about how you                  4 communicate with your members. We needed to know                  5 what your governing bodies were. For instance,                  6 are they elected democratically? Are they                  7 appointed? Do you even have elections? Do you                  8 have a board? Do you have an executive                  9 committee? What do you do?</p> <p>10 And the reason we wanted to have that                  11 is to have an inventory of what everybody does in                  12 our national organization, in our state                  13 associations.</p> <p>14 The next purpose was to identify                  15 practices that you do that may be good practices                  16 or best practices to share with other state                  17 associations. Maybe you have a novel way of                  18 communicating with your membership. Maybe it's                  19 by Facebook. Maybe it's by Twitter. Maybe it's                  20 by a web site or LinkedIn, but if we can find                  21 that one state association or several have                  22 certain practices that are outstanding, they                  23 should be shared with everyone and given a chance                  24 for everyone to be able to adopt those practices.                  25 So the second purpose of our</p>	<p>32</p> <p>1 system, then you can certainly have it sent in                  2 another format. It will be sent out by next                  3 Friday at the very latest to every state                  4 president, so make sure that the central office                  5 or USASA office has your correct e-mail address;                  6 otherwise, you're not going to get it.                  7 Once you receive it, we would like to                  8 have 100 percent participation from state                  9 associations. We don't want to have 50 of 55.                  10 We want all 55 national state associations                  11 answering this survey. And be as honest and                  12 forthright as you possibly can.                  13 Also, if you have a program or a                  14 policy that's not mentioned in the survey, let us                  15 know about it. You will then be able, you, the                  16 state president, or whoever you designate, will                  17 be able to fill it out in an electronic form, and                  18 the deadline for returning it to the USASA office                  19 will be Thursday, November 15th.                  20 If we do not get a survey back from a                  21 state association, either my committee or our                  22 committee members or the state -- or the USASA                  23 office will be contacting you.                  24 So, please, be as prompt and as                  25 thorough as you can on this survey. It's going</p>



<p>33</p> <p>1 to help everyone.</p> <p>2 One of the other things, the purposes</p> <p>3 of the survey is to establish some state</p> <p>4 associations that may not have either the</p> <p>5 financial ability or the manpower ability, the</p> <p>6 number of volunteers or whatever, to have a best</p> <p>7 practice.</p> <p>8 To give you an example, maybe, we may</p> <p>9 determine that every state association should be</p> <p>10 a 501(c)(3) organization, but a small state has</p> <p>11 applied before. They haven't been successful</p> <p>12 because it's an IRS determination.</p> <p>13 If we find that that is a best</p> <p>14 practice and we're missing two or three state</p> <p>15 associations, hopefully either the Best Practices</p> <p>16 Committee or the NBOD can assign a staff person</p> <p>17 to assist that state organization in getting that</p> <p>18 status. So it's not just a way of making an</p> <p>19 inventory or trying to establish best practices</p> <p>20 but to assist all state associations in reaching</p> <p>21 the level of best practices, so that's the whole</p> <p>22 purpose behind it.</p> <p>23 I'm also going to mention that if any</p> <p>24 of the state association presidents, in going</p> <p>25 through this survey, are confused, not sure what</p>	<p>35</p> <p>1 PRESIDENT GROFF: Thanks, Bob.</p> <p>2 The next thing we're going to talk</p> <p>3 about is the Centennial membership campaign. I</p> <p>4 mentioned that earlier. We're going to see some</p> <p>5 specific points. The people sitting up front</p> <p>6 here cannot register players. You need to</p> <p>7 register the players. What we need to do is to</p> <p>8 give you the tools to do that. This particular</p> <p>9 campaign is to have you go out and recruit</p> <p>10 unaffiliated leagues. What could we do that</p> <p>11 would give you a sales tool in addition to all</p> <p>12 the others, including the 25,000 insurance</p> <p>13 package, all the other things that we do to make</p> <p>14 your life easier when you approach an</p> <p>15 unaffiliated league?</p> <p>16 Well, up to this point, we had the \$5</p> <p>17 rebate: The \$15 player fee, you held \$5, you sent</p> <p>18 \$10 to the national office, and in the second</p> <p>19 year, you gave the \$5 back. That worked in some</p> <p>20 state associations.</p> <p>21 In other state associations, they</p> <p>22 said, it's not important because our leagues</p> <p>23 don't want to wait. They will just sit on the</p> <p>24 sideline.</p> <p>25 So for 2013 we're going to try</p>
<p>34</p> <p>1 they should write or whatever it may be, they can</p> <p>2 contact a Best Practice Committee person. There</p> <p>3 are two in Region 1, Steve Flamhaft, Kevin</p> <p>4 Anderson. There are two in Region 2, which is</p> <p>5 Harold Kahler and Peggy Polley. There's one in</p> <p>6 Region 3, which is Andy Marion, who is not here</p> <p>7 today, but I also will help out in Region 3,</p> <p>8 because that's where I reside. And Region 4,</p> <p>9 it's Paul Scherer. And once again, with some of</p> <p>10 my experience in Region 4, you are certainly</p> <p>11 welcome to -- if Paul is not available, is just</p> <p>12 to contact me.</p> <p>13 So we are there to help you get this</p> <p>14 finished if you have any questions.</p> <p>15 I think that's everything that I need</p> <p>16 to say about this. Now, once we get all of the</p> <p>17 information in hand, we will go through it,</p> <p>18 evaluate it, synthesize it. And hopefully way</p> <p>19 before the Centennial meeting in June we should</p> <p>20 have a response so that we can tell you and tell</p> <p>21 the NBOD exactly what we have learned about our</p> <p>22 state associations.</p> <p>23 Any questions you might have? Thank</p> <p>24 you.</p> <p>25 (Applause.)</p>	<p>36</p> <p>1 something very radical. Any unaffiliated league,</p> <p>2 they've never been affiliated with U.S. Adult</p> <p>3 Soccer before, they need to register with you.</p> <p>4 After they register -- and you are going to get,</p> <p>5 hopefully, get them online registration, you will</p> <p>6 send in the database, all those things will</p> <p>7 happen. Once completely finished, everything is</p> <p>8 perfect, we will send that league a check for \$4</p> <p>9 a player.</p> <p>10 Now, this came out of one state who</p> <p>11 said they need to get the rebate immediately.</p> <p>12 The reason it's \$4 is now the fee is 14, so it</p> <p>13 comes back to roughly 10 bucks. That's what we</p> <p>14 think. If you have a league that's on,</p> <p>15 considering this might be a very attractive</p> <p>16 alternative for you.</p> <p>17 Anybody have any questions? It's</p> <p>18 very simple. Only for the year 2013. It's the</p> <p>19 U.S. Soccer Centennial celebration, and we would</p> <p>20 like to hit 265,000 players in our organization.</p> <p>21 You have a question.</p> <p>22 Question?</p> <p>23 Mr. Kepner.</p> <p>24 MR. KEPNER: I do have a question. I</p> <p>25 apologize for my voice to everybody.</p>

<p>37</p> <p>1 Use online registration. Does that 2 mean from the get-go? And all -- the affiliate 3 new leagues, they are using it? 4 PRESIDENT GROFF: It's not required. 5 It's a -- I think it's something we are hoping 6 will happen for that new league. 7 MR. KEPNER: Okay. That wasn't 8 clear. So it's a hope they use. 9 PRESIDENT GROFF: A hope. It will 10 make our lives all easier, right, Bob? 11 MR. KEPNER: I would definitely 12 agree, but I just wanted clarity. That's all. 13 PRESIDENT GROFF: Not required. All 14 that is required is that the league register with 15 the state association. 16 MR. KEPNER: Okay. Thank you. 17 PRESIDENT GROFF: During the year 18 2013. 19 And why we're doing this for 2013 is 20 that wonderful date on December 31st when we have 21 to tell U.S. Soccer how many players we have. We 22 would like to say to them, we have 265,000 23 players. 24 All right. We talked about some new 25 national competitions.</p>	<p>39</p> <p>1 they're going. They're going to be able to 2 budget for how much money it's going to cost them 3 to get there and stay there. They will know that 4 they will have a minimum of three matches, full 5 matches. Our Open division will be playing 6 mid-week, and this is to help accommodate W 7 League and WPSL which have traditionally 8 scheduled weekend games for their league games. 9 So we'll have Tuesday, Wednesday, Thursday 10 matches for the Open. 11 The other divisions will be playing 12 Friday, Saturday, Sunday. 13 \$300 entry fee for all of the 14 divisions. The deadline is April 12th for Open 15 and Over-30, and May 15th for Under-23 and 16 Amateurs. We are going to have liberal 17 substitution rules and player pool roster rules 18 to help attract more teams. 19 So we ask for your support in getting 20 the word out to all of your women's leagues and 21 teams. From the national office, we will be 22 doing marketing and advertising of this event, 23 but we need your help to make this a successful 24 event and get teams there. So that is the 25 summary of this event.</p>
<p>38</p> <p>1 The first one is going to be from 2 Shonna to talk about the Women's Festival. 3 MS. SCHROEDL: Hello. I think many 4 of you have already heard discussion regarding 5 the Women's Festival, USASA women's 6 championships. After quite a bit of conversation 7 this last year, I think it was -- it stemmed from 8 the women's symposium we had at the 2012 9 mid-year, but there was much conversation 10 throughout regions for many years before that 11 about doing something to revise the women's 12 national cups to try to attract more teams to 13 participate. And we looked at a lot of different 14 options. And for 2013, the first Women's 15 Festival, which will be the USASA women's 16 championships, will take place June 25th through 17 the 30th, Overland Park, Kansas. We will be 18 having divisions in Open, Amateur, Under-23, and 19 Over-30. 20 The attraction of this event is 21 instead of entering national cups where it's a 22 possible one match and you are out and not 23 knowing where you are going to travel and how 24 much it's going to cost, it will be one location 25 at the end of June, so teams know exactly where</p>	<p>40</p> <p>1 Does anybody have any specific 2 questions on this? Yes. 3 UNIDENTIFIED SPEAKER: I -- 4 MR. HAMILTON: You have to stand up 5 and speak into the microphone so the court 6 reporter can get it. 7 UNIDENTIFIED SPEAKER: Just one 8 clarification, I just don't understand -- 9 MR. MALONEY: Please state your name 10 and association. 11 MR. PINORI: Peter Pinori, Eastern 12 New York. 13 What's the difference between Open 14 and Amateur? 15 MS. SCHROEDL: Open is geared towards 16 the very high-level premier teams, W league, 17 WPSL, those top teams. Amateur is going to -- we 18 will have more specific rules out in the next 19 month or so, but, you know, obviously, amateur 20 teams, you won't be able to have any professional 21 players, and there will be a few other 22 restrictions, so... 23 Anything else? Great. Thank you. 24 We look forward to having this be a successful 25 event with the help of everyone.</p>

<p>41</p> <p>1 (Applause.)                  2 PRESIDENT GROFF: Thank you, Shonna.                  3 The next presenter will be Duncan,                  4 but before that, Duncan and the staff, I would                  5 like them to stand up. I know how much work that                  6 went into this event. I want to thank them. We                  7 should all thank them. They did a great job.                  8 (Applause.)                  9 MR. RIDDLE: Just waiting for the                  10 slides.                  11 I did a presentation this morning and                  12 some people were there, but just, since I have                  13 been in place, we have been doing a lot of                  14 analyzing of the current market of soccer players                  15 in this country and our rivals. There's a lot of                  16 organizations now taking players that should                  17 really be coming into this organization.                  18 The estimated market now for adult                  19 players is nearly 6 million adult players playing                  20 in this country. So you can see from our                  21 figures, we have only taken a small percentage.                  22 A lot of our rivals are the big social clubs in                  23 the cities, the park districts, as we know, other                  24 organizations like the YMCA, running their own                  25 private leagues. Another big part of that market</p>	<p>43</p> <p>1 plan is to attack the unaffiliated market, get                  2 them in, show them what we're about. Show them                  3 that we can put on competitions as well as                  4 anybody else within the cities that they live.                  5 Get them to register through the three-day player                  6 pass, so we get their information, and then we                  7 can start to talk to them and say, Look, this is                  8 what we're about. This is the value that we                  9 bring to you. And trying to attract more                  10 members.                  11 Is there another slide? Oh, just the                  12 tournament format. It will be a one-day                  13 tournament. 6 v 6. There will be some rules                  14 obviously around that. Two women on the field at                  15 any time. 30-minute games, very short, so they                  16 get guaranteed -- if we get -- we're aiming to                  17 get 24 teams, just to test it, so that each --                  18 there will be four groups of 6 or six groups of                  19 4, depending on the facilities that we use, so                  20 each team will be guaranteed three, four games,                  21 high energy. And then the big part of that day                  22 will be to get the football done and then go have                  23 a couple of beers afterwards, which is what that                  24 groups wants. That is the market that we're                  25 after.</p>
<p>42</p> <p>1 is the 20- to 30-year-olds that live in the                  2 cities. They want it as easy as possible, and                  3 they actually prefer to play small-sided games.                  4 So what we are planning to do -- just                  5 to show you that, so out of that 5.7 million in                  6 the 20-to-30 bracket, there's about 3 million                  7 players estimated playing currently in this                  8 country.                  9 Now, what we want to do as part of                  10 the Centennial celebrations is to put on a number                  11 of coed tournaments around the country,                  12 partnering with our state associations. And a                  13 number of the state associations have been very                  14 enthusiastic, came to me with some of the ideas,                  15 many of them are actually trying to break this                  16 market anyway. So what we want to do is a number                  17 of tournaments. Florida are very, very keen to                  18 doing something in February. They have been                  19 looking at that for some time, and they want our                  20 support. Tim Busch in Seattle, again, has                  21 realized there's a big market in Seattle that                  22 he's not tapping into and wants to get the                  23 unaffiliated players on board.                  24 So we're going to run four                  25 tournaments next year with those groups, and the</p>	<p>44</p> <p>1 Any questions?                  2 Good. Thank you.                  3 (Applause.)                  4 PRESIDENT GROFF: We certainly want                  5 to thank Washington, Illinois, Massachusetts, and                  6 Florida for being partners in that event, and if                  7 it's something that really excites you and you                  8 want to do, contact Duncan. We have all of next                  9 year to do this, and it certainly -- it would be                  10 an excellent model to see if you can expand your                  11 membership into the coed market.                  12 Mr. Kepner.                  13 MR. KEPNER: I am going to ask Duncan                  14 a question, if I might.                  15 PRESIDENT GROFF: Go right ahead.                  16 MR. KEPNER: Okay. The source of the                  17 information about the 8.7 million market, adult                  18 players, what is that source, Number 1? I'm not                  19 questioning it; I'm just curious. And Number 2,                  20 does it exist in a format that the equivalent                  21 information is available at -- on a geographical                  22 basis, if not necessarily state level, regionally                  23 or whatever. Is that -- might that be available?                  24 And clearly, the direction of my                  25 question is that just as it's useful at a</p>

<p>45</p> <p>1 national level, it strikes me that that kind of                  2 information would be extremely useful at the                  3 state level.                  4 MR. RIDDLE: Bob, I totally agree.                  5 Much of the information comes from the Sports                  6 Goods Manufacturers Association. It's                  7 information that is not widely available. We                  8 have to beg, steal and borrow a little bit to get                  9 access to that information. However, we can now                  10 share it. The presentation I did this morning,                  11 we're going to put online next week so people can                  12 get to it.                  13 On the geographical, we have some but                  14 not complete right now, but I'm working on                  15 getting that from the official -- the people that                  16 actually did the survey, so we're trying to get                  17 that and we will help you with that.                  18 MR. KEPNER: And listening to the                  19 response, it occurs to me -- again, I did                  20 attend -- or sat in and watched the NBOD meeting                  21 on Thursday, and it appears that there are some                  22 resources available that USASA has that could be                  23 used to provide additional information                  24 particularly at the state level, but this kind of                  25 information can be very valuable, and</p>	<p>47</p> <p>1 that, but those are formal surveys done by                  2 professional sports survey firms. And they both                  3 come out significantly higher than that.                  4 MR. KEPNER: Right. You are saying                  5 that would be a different body. I mean the                  6 Foundation, is what you are saying, has collected                  7 information or has received it of a similar                  8 nature that could be useful.                  9 MR. HAMILTON: And a formal,                  10 professionally done surveys. They're a little                  11 old, but I don't think the numbers have gone down                  12 much.                  13 MR. KEPNER: I would urge that                  14 serious consideration be given to sharing it so                  15 that it could be used by each state association.                  16 PRESIDENT GROFF: As I look at the                  17 agenda, we're now at Good of the Game.                  18 MR. FLAMHAFT: Steven Flamhaft,                  19 Eastern New York.                  20 Duncan, can I ask a question, please?                  21 Can you go through step by step how you intend to                  22 proceed in a state? For example, the Spanish                  23 league in New York, how are they going to be told                  24 about this tournament? Is it the state                  25 association responsibility? Is it the NBOD?</p>
<p>46</p> <p>1 particularly, in, you know, USASA National Office                  2 staff and so on, you can access it, you can --                  3 obviously, there's a cost involved, but not every                  4 state association is going to be able to do that                  5 with the professional level of expertise that you                  6 can, and your staff, and therefore, it strikes me                  7 that this would be a phenomenal service for the                  8 NBOD and the staff to provide to the membership.                  9 MR. RIDDLE: Sure, I agree. And what                  10 we're trying to do with this is trying to see if                  11 it works first, before -- and make sure that                  12 we've got it right before we then start to push                  13 it out to more states just to make sure we're on                  14 track with it.                  15 MR. KEPNER: Thank you.                  16 MR. RIDDLE: Thank you.                  17 MR. HAMILTON: There's at least two                  18 formal surveys that I'm aware of. One was done                  19 about maybe ten years ago by the diversity                  20 committee of U.S. Soccer. By the way, those two                  21 numbers are low, according to these two surveys.                  22 The second was done -- I think it was also done                  23 by the Sporting Goods Manufacturers                  24 Association -- it was done maybe seven or eight                  25 years ago, and I think the Foundation still has</p>	<p>48</p> <p>1 Take it, please and expand on it,                  2 please.                  3 MR. RIDDLE: They're going to be                  4 state competitions for one thing.                  5 We're going to ask the states to help                  6 probably organize it. The states are going to be                  7 regularly informed. Florida in Orlando --                  8 MR. FLAMHAFT: And you are going to                  9 provide a model for each state to do this?                  10 MR. RIDDLE: Yes, we have a basic                  11 outline, but probably that would depend upon the                  12 state to modify that.                  13 PRESIDENT GROFF: Tim.                  14 MR. BUSCH: Yes, sir.                  15 PRESIDENT GROFF: Is your event a                  16 7-v-7 tournament?                  17 Maybe explain so Steve understands.                  18 This is a combination of partnership between                  19 state associations and the staff that -- with                  20 support, to make this happen.                  21 MR. BUSCH: We talked when Richard --                  22 excuse me -- when Duncan was out, I believe, in                  23 June.                  24 We have one of the premier, I think,                  25 soccer complexes in the country at Starfire in</p>

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<p>1 Tukwila, where the Sounders train, and we were 2 talking, I think, about maybe either two or three 3 days in a 7 v 7. I wasn't going to bring it up 4 in this particular format because that's more 5 detail, but that seemed to make sense to us. 6 That particular complex has four turf fields, 7 again the pro pick team plays there, and it's 8 kind of the hub of all soccer, tons of our folks 9 that are affiliated and tons of folks that are 10 not. And we thought the benefit was to be able 11 to have signage well in advance to be able to 12 promote the tournament.</p> <p>13 So I think you are absolutely right, 14 Richard. I think we deal with it based upon what 15 makes sense. And Teddy Mitalas, who runs the 16 complex, is a long-time member of our group, and 17 we've modified it for our market, basically.</p> <p>18 PRESIDENT GROFF: Great.</p> <p>19 And, Arthur, could you comment on 20 what you foresee the event being in Florida?</p> <p>21 MR. MATTSON: Yeah, we have some 22 flexibility with whether it's going to be a 7 v 7 23 or a 6 v 6. But one important thing I wanted to 24 note about the February time frame is that the 25 Central Sports Commission contacted me several</p>	<p>1 And I told them, Sure, sure, we would 2 certainly like to do something like that, I said, 3 but, we don't want to have it just for the 4 Florida teams. We would certainly like to open 5 it up. And that was exactly their thoughts too, 6 because they came to the conclusion that our 7 target market is a lot of the same people that 8 are watching these MLS games.</p> <p>9 So what they've done is they have set 10 aside some money to market to the MLS fans that 11 could potentially be our future, you know, 12 participants that might want to come down, 13 like -- in other words, Florida is huge in the 14 winter for the snowbirds coming in to watch the 15 baseball games. That's the only reason why this 16 huge group comes to Florida. And they want the 17 same thing for the MLS fans to come down, but 18 they wanted to offer them a little extra by 19 having this adult game.</p> <p>20 So I went to Duncan, and I asked him, 21 Hey, you know, I would like the national 22 organization to help promote this for us. And he 23 goes, Oh, this is perfect timing because we're 24 looking to do something like that, so it was kind 25 of a meeting of the two worlds at a perfect time</p>
50	52
<p>1 months ago, and said, Hey, we are -- and not to 2 get a long story about how this all came about, 3 but Central Florida is hopefully going to be the 4 winter home for MLS at Disney's Sports Complex, 5 the Wide World of Sports. And what they wanted 6 to do is they wanted to kind of kick this off.</p> <p>7 Now, Disney has had MLS teams come 8 during this time frame and play before, but now 9 they're backed up with a million dollars of 10 marketing money from the state of Florida to make 11 this happen -- in other words, to kind of model 12 what Florida does for the Major League Baseball 13 teams.</p> <p>14 With this in mind, they came to us 15 and asked us if we could host a small-sided 16 tournament during the month of February 17 this-coming year to coincide with this MLS, you 18 know, extravaganza that they are going to have. 19 They're going to have multiple games. I think 20 they have six MLS teams committed right now, and 21 they have got two more that are on the fence. 22 But they wanted to have the short-sided game for 23 adults during this time frame, and they wanted to 24 tie it in with offering discounted tickets for 25 the MLS games.</p>	<p>1 for this to happen.</p> <p>2 So does that answer your question? 3 PRESIDENT GROFF: Yes, thank you. 4 Any other questions on this 5 particular event? 6 How about other Good of the Game 7 items? 8 MR. BUSCH: Richard, Tim Busch, 9 Washington.</p> <p>10 Since we're talking about MLS, I 11 would invite everybody to tune into ESPN tomorrow 12 evening at 6:00 Pacific time. We will have a 13 sold-out stadium at CenturyLink as the Sounders 14 take on the Timbers, as they're going to decide 15 who gets the Cascadia Cup which is a trophy that 16 goes back probably a dozen years between 17 Vancouver, Seattle, and Portland. Linda Rimmer, 18 and I are on the advisory group for the team, for 19 the Sounders, and they debated about whether or 20 not they should allow -- they used to have the 21 minimum of about 800 visiting fans, and whether 22 or not they should open up the whole stadium. 23 The decision was made to do it, so I think it's 24 going to be an extraordinary thing to watch on 25 TV. I will get home in time to be at the match.</p>

<p>53</p> <p>1 PRESIDENT GROFF: I think they're 2 going for a record crowd, right? 3 MR. BUSCH: I think the note I saw 4 was that I think the initial Galaxy game in L.A. 5 might have been about a 100 or a 1,000 more, but 6 it's the second-largest. And we're averaging 7 nearly 40,000 per game this year. 8 PRESIDENT GROFF: This will be in the 9 60,000; correct? 10 MR. BUSCH: It will be a sell-out, 11 60,000, 68,000. 12 PRESIDENT GROFF: Fantastic. 13 (Applause.) 14 PRESIDENT GROFF: Mr. Kepner. 15 MR. KEPNER: I think this falls into 16 the category of the Good of the Game. And that 17 is back in April you and the NBOD wrote about a 18 conference call meeting of your group, the NBOD, 19 and all the committee chairs, a good -- great 20 meeting. 21 One of the outcomes of that was the 22 concept of rather than having committees sort of 23 work in single paths all by themselves, the 24 concept of having a weaving together of them. 25 I'm standing here before us simply to continue to</p>	<p>55</p> <p>1 dedicated. Come on. 2 (Applause.) 3 PRESIDENT GROFF: Thank you very 4 much. 5 Additional Good of the Game. 6 Motion to adjourn? 7 UNIDENTIFIED SPEAKER: So move. 8 PRESIDENT GROFF: Second? 9 UNIDENTIFIED SPEAKER: Second. 10 PRESIDENT GROFF: All in favor? 11 Thank you very much. Please leave 12 your voting cards in the room. 13 (Adjourned at 2:05 p.m.) 14 15 16 17 18 19 20 21 22 23 24 25</p>
<p>54</p> <p>1 encourage that kind of concept. The membership 2 committee did interact, had a joint conference 3 call with the IT. Later, it had a joint 4 conference call with Best Practices. So I'm 5 speaking not just to NBOD -- you are up there and 6 the rest of us are all down here -- but I'm 7 really talking to all of us saying that working 8 interactively to the better good of the entire 9 organization is a good idea. 10 A good example would be, obviously, I 11 mean, Bob McGee, you stood up there and were 12 talking about things that are best practices. A 13 good bit of what the Membership Committee does is 14 deal with matters that are going to be considered 15 reasonably best practices. To the extent that 16 it's possible, committees of all forms in our 17 organization, I encourage that they work 18 together. 19 PRESIDENT GROFF: Thank you, Bob. 20 Quite honestly, we have about 17 committees. 21 Those committees are very valuable, and the 22 chairs of those committees are an incredible 23 resource. Right now, I would like all the 24 committee chairs to stand up, and we should thank 25 them for all the volunteer hours they have</p>	<p>56</p> <p>1 <u>REPORTER'S CERTIFICATE</u> 2 3 I, DEBRA K. RESLING, RMR, Certified Realtime 4 Reporter within Colorado, appointed to take the 5 within proceedings do certify that the within 6 proceedings of the USASA National Council Meeting 7 were taken by me stenographically in Rosemont, 8 Illinois, on October 6, 2012 then reduced to 9 typewritten form; that the foregoing is a true 10 transcript of the proceedings had. 11 In witness hereof I have hereunto set my 12 hand this 16thth day of October, 2012. 13 14 15 _____ 16 Debra K. Resling, RMR 17 Certified Realtime Reporter 18 and Notary Public. 19 4 Cheyenne Boulevard 20 Colorado Springs, CO 80905 21 22 My commission expires February 28, 2013 23 24 25</p>

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