



**Elma Riley**

Vice President

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## **Letter of Intent: Open Adult Commissioner Seat**

Dear Members of the Adult Council,

I am writing to express my sincere interest in and intention to vie for the open Adult Commissioner seat. This letter serves as my formal Letter of Intent, signaling my readiness to contribute my skills, experience, and thoughtful leadership in support of our shared goals.

For those who may not know me, my name is Elma Riley. I have played soccer for more than 50 years and continue to play today. I previously served as President of the Great Lakes Women's Soccer League for six years before being recruited by the Michigan Soccer Association (MSA) to support its marketing efforts. I was later elected Secretary and for the last three years as Vice President of the state association. In total, I have been involved with the MSA for more than six years. Additionally, for the past two years I have served on USASA's Veterans Cup Committee.

My experiences span youth soccer through competitive collegiate play, as well as league and association leadership. I have led a stagnant league through revitalization by implementing the tools, structure, and procedures necessary for growth and long-term success. I have also helped the MSA become one of the strongest associations by ensuring its leagues remain healthy, viable, and well supported. Beyond soccer, my 20 years as Creative Lead for Rolls-Royce Solutions America Global Marketing have provided extensive leadership training and reinforced the importance of collaboration, transparency, and hard work—qualities I am eager to bring to this council.

I believe I offer a valuable and unique perspective and would be a strong asset to the members of this association. I am committed to transparency, dedication, and the continued growth of the adult game. I look forward to the opportunity to work with you and serve the Adult Council.

Yours for better soccer,

Elma Riley  
Vice President  
Michigan Soccer Association

