



U.S. Adult Soccer Association Region IV Annual Workshops

January 9, 2016
San Diego Embassy Suites
601 Pacific Highway
San Diego, CA 92101-5914



Workshop Descriptions

Strategic Planning

This will be a one-hour lunch time presentation covering the following topics:

- 1) What is strategic planning?
- 2) Developing local strategic plans.
- 3) Implementing and following up on local strategic plans.

The presenter is **James Stewart**, President/CEO of Sharper Counsel, LLC. Sharper Counsel, LLC provides management consulting to accomplish business and organization assessments. It specializes in business development and business process management in the San Diego area. Mr. Stewart has presented similar workshops to United States Youth Soccer, Washington Youth Soccer, and the Idaho Department of Labor. He is a former Vice President and General Manager for one of Hewlett-Packard's printing business units.

How to Hold Hearings (Without Screwing Things Up)

Your league needs to have a hearing about a player who punched another player in a game. Or your state referee committee must hold a hearing regarding a referee's misconduct. Or your state association must have a hearing concerning a player who allegedly assaulted a referee. This Workshop will provide training and tools for conducting those hearings so that the charged persons is treated fairly, punishments are reasonable under the circumstances, appeals are rare and no appeal will succeed due to violations of due process rules and policies. And, if there's time, we'll also offer some help for leagues and state associations which end up having to hear appeals.

The presenter is **Greg Fike**. He has served as a Staff Attorney with US Soccer for the past 11 years. He previously worked for more than 4 years with a large national law firm. He received his law degree from the University of Illinois College of Law after earning a BA in history from Ohio University. Mr. Fike performs a variety of duties at US Soccer, including acting as staff liaison to the US Soccer Appeals Committee.

Leadership, Diversity and Change Management

The purpose of this session is to inspire accomplished managers from soccer organizations to become inspirational leaders in not only their organizations but their communities, attaining ever-higher team and personal leadership milestones. Through the sport of soccer, we hope to develop a new generation of leaders who excel in all aspects of their life mentally, physically, intellectually, socially, spiritually, and emotionally. We will help you to develop a diversity management mission and vision for your organization that is directly linked to the overall mission, values, vision, and strategy of your organization. As a leader, you will learn skills that will enhance your vision in dealing with diversity and

inclusion. We especially want to bring hope and opportunity to the disadvantaged communities that your organization serves through soccer and education.

We will help each of you identify the challenges in your organization and community and create a platform for your skills to create a road to success for your organizational management. We invite you to forge partnerships in your community and develop programs and services that will allow the underserved soccer players reach their full potential and one day become leaders themselves.

We will be teaching you about four topics: Diversity and inclusion; Problem solving, decision and support; Organizational time management; and Organizational change management. Each of these topics is complex, so we will try to give you time to process the concepts. We will conduct a group exercise at the end of each module.

The presenters are **Emilio Pozzi, Rev. Canon Jamie Edwards-Acton, Joseph F. Mailander and Mark Zeigler.**

Emilio Pozzi has 25 years of experience in the soccer arena, planning matches with US Soccer and Soccer United Marketing. In the late nineties he was instrumental in the development of US National team properties across the USA. He had prominent roles in the Men's World Cup in 1994 and the Women's World Cup in 1999. He is a consultant to the Olympics and Para-Olympics on game operations. He has written and taught numerous soccer programs in addition to creating strategic sports marketing and communications campaigns. He is a certified youth soccer coach.

Rev. Canon Jamie Edwards-Action is an Episcopal Pastor who has developed many leadership and diversity programs. He served as the Executive Director of the Jubilee Consortium in Los Angeles, where he was in charge of all strategic planning and implementing strategic programs with goals. He has performed leadership training for the Wells Fargo Executive Director Leadership Institute and diversity training for the Kaleidoscope Institute. He also ran the UCLA Social Diversity Enterprise Academy. In 2010 he organized the PICO National Leadership training, bringing a wealth of experience to our program.

Joseph F. Mailander has contributed nearly 300 columns of cultural criticism, opinion journalism, and political analysis to the Los Angeles Times, Los Angeles Daily News, LA Downtown News, LA Alternative Press, LA Weekly, Zócalo, CityWatch and many other publications. Since 2003 he has also founded, published, and edited some of LA's most notable and influential cultural and political blogs, and he has contributed to many financial and business sites, including Forbes, Purch, Reason, Money, MapPress and AngryTiger. In business, at the turn of the millennium Joseph was a vice president of Union Bank. In local government, he managed the City of Los Angeles's private Percent-for-Art program in the early 1990's. Joseph has worked in the media divisions of two presidential campaigns: the 1980 Reagan-Bush campaign and the 2004 Kerry-Edwards campaign.

Mark Zeigler is an award-winning sports writer at the San Diego Union-Tribune. He currently covers San Diego State basketball, soccer and Olympic sports. He has covered every World Cup since 1990 in Italy and every Olympics, Winter and Summer, since 1988 in South Korea. His stories have won numerous Associated Press Sports Editors national awards. In 2014 he was named by APSE as one of the nation's top beat writers for his coverage of the Winter Olympics in Sochi, Russia. Mark lives with his wife Yuki, an avid soccer player and coach, and daughter Lisbon, a crafty midfielder, in the Bay Park neighborhood of San Diego.

Finding your Why and Defining your Who

This presentation is designed to help league and state leaders to identify the purpose of their organization and the characteristics and needs of their customers. It will be an interactive session that includes discussion and exercises designed to help the thought process regarding these questions. Attendees will be encouraged to contribute.

The presenter is **Duncan Riddle**. He has served as the Executive Director/CEO of the United States Adult Soccer Association since 2011. He previously served for more than nine years as Head of Sustainability and Community with the Aston Villa Football Club in England and volunteers with the non-profit BSF International. Mr. Riddle speaks English, French and Dutch.

Running a Meeting with Simplified Rules of Order

This presentation is designed for state and league soccer leaders to help them plan and run orderly, efficient meetings in a professional manner. We will cover meeting preparation and notice, venue issues, discussion control methods and Rosenberg's Rules of Order as published by the California League of Cities.

The presenter is **Dr. Tom Moore**. Over the past 35 years, he has served as an officer, chair or member of the board of directors of seven non-profit organizations and four local governmental organizations. He has been the president of the Monterey Peninsula Soccer League since 1987. Dr. Moore is a retired Army Colonel and a professor at the U.S. Naval Postgraduate School. He has taught at the graduate and undergraduate levels for 38 years.

Recruitment and Development of Referees for the Adult Game

We will briefly review the history of the development of referees for the adult game and then discuss methods for recruiting, developing and retaining referees in our USASA affiliated adult leagues.

The presenter is **Ric Olivias**. He received his first license as a referee at age 16 and within two years was refereeing youth, high school, college and lower division amateur games. Growing up, he played in the SF junior league and graduated to the San Francisco adult league in 1960. Mr. Olivias played college soccer at the University of San Francisco and was a member of two Pacific Coast conference championship teams. He was voted college All American, All conference in 1964-65. He currently serves as the President of the California Soccer Association North, chairman of the USASA Region IV Hall of Fame committee and is the USASA Region IV cup commissioner for 2016.

USASA Insurance Programs and Their Claims Processes

This workshop topic will dig into the details of the claims processes of the main USASA insurance programs, particularly the participant accident insurance (PAI). The intent is to give you a better understanding as to how it all works, how long it takes and what you can do at the league level to assist the process. We will also discuss the participant accident protection as it applies to referees who do games in USASA affiliated adult leagues.

The presenter is **Thomas R. Hayes**. He has been the insurance broker/partner of USASA for 30 years. Mr. Hayes is particularly responsible for the spirit of cooperation over the years that has helped to create USASA's unique and cost-effective insurance programs.

United States Soccer Cups and News

Delivered in his usual humorous style, Mike Edwards will discuss the status of the various cup competitions managed by the United States Soccer Federation, and other news related to arrests and convictions.

The presenter is **Mike Edwards**. He has served for almost ten years as the vice president of the United States Soccer Federation and previously served for almost nine years as president of USASA. Mr. Edwards also worked for 14 years for the Public Service Company of New Mexico as Lead Transmission Resource Administrator / Regulatory Activities Manager.