

USASA Region IV Workshops – Session Summaries

Cultural Awareness – It's Not Just Black & White

The purpose of this workshop is to increase, discuss, learn, explore and share our awareness of different cultures. Awareness, competence, experience, and knowledge of different cultures is critical. This Cultural Awareness workshop is for those who want to come learn and share.

We all bring our prior experiences to the table in dealing with cultural awareness. We all have room for improvement. This workshop will challenge you and allow you the opportunity to appreciate and understand various cultures. It will help you in all of your interactions with other people who are not from your personal culture. As an added bonus, we will include handouts and training material from the world-renowned diversity trainer and filmmaker Lee Mun Wah.

PRESENTERS:

Anthony Jackson, Lead EEO Counselor

Sandra Jackson, Owner of Resolution Conversations

Developing Interns

As many of us struggle to balance a growing amount of work with limited resources, college interns are a rarely tapped resource. This presentation will explain the simple process of hosting college interns. By the end of this talk, you will know how to:

- Create a job description that benefits both your organization and college students.
- Contact colleges and universities in an effort to promote your position at no cost.
- Conduct professional phone and Skype interviews with applicants.
- Comply with requirements when a student is completing the internship for academic credit.
- Strategically manage interns to develop mutually beneficial relationships and experiences.

PRESENTER:

Ken Koopmans, Hillsdale College Executive Director of Career Services

Ken is the Executive Director of Career Services at Hillsdale College in Michigan and a former National Referee. Ken has worked in career development at nine different collegiate institutions, including Ivy League and top liberal arts colleges. After many years in higher education, Ken grew frustrated with the effect of contemporary political and social agendas on the content of education and, by extension, the way colleges prepare students for the future. After eyeing Hillsdale with interest for seven years, Ken commenced his role at Hillsdale in March, 2016. At Hillsdale, he loves engaging with students of character and integrity and helping them ask real and profound questions about their future direction. In August 2016, he married his beautiful wife Sara and brought her to Michigan. Ken and Sara purchased an historic home, where they enjoy tending to the grapes, berries, and a single apple tree that remains from the vast orchard that grew on their property a century ago.

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Finding Your Way

In an ever changing world, do you truly understand the wants and needs of the members you want to reach most?

It starts with taking a hard look at your brand and what your most vital members truly want.

Then you ask essential questions, such as-

- Why do we exist?
- What value do we bring to our members?
- Who are they today and in the future?
- Why did members join, and why do they stay?

This session will include videos and exercises to get you thinking about these questions and how to ensure passionate membership for your region, state and member leagues.

PRESENTER:

Brett Stewart, Relationship Manager at Nationwide

Brett has over 13 years of insurance experience all with Nationwide. Brett joined Nationwide in July of 2003 as a Field Underwriter in Central Ohio. In his career, Brett has held roles of increased responsibility in Property Underwriting, Specialty Auto and Risk Management prior to joining the Affinity Team in April of 2013. In his current role, Brett is responsible for managing corporate partnerships in the sports, financial institution and fraternal sectors.

Brett holds a Bachelor of Science in Marketing from Wingate University where he was a member of the Varsity Lacrosse team. He currently lives in Hilliard, Ohio with his wife Ashley and 1-year-old daughter Tinsley. In his free time, Brett enjoys spending time outdoors, supporting Columbus Crew SC & the US National Soccer Team as well as going to live music concerts, especially Dave Matthews Band.

Generational Differences & Volunteers

In today's workplace – and in our organizations - four very different generations of workers/volunteers must coexist. In this session we'll explore the differences and similarities between these generational groups- Millennials, Gen Xers, Baby Boomers, and Traditionalists- and identify strategies for bridging the gaps and attracting volunteers to your organization's cause.

PRESENTERS:

Duncan Riddle, US Adult Soccer Association Executive Director

Anne Braghero, Oregon Adult Soccer Association Executive Director

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Open Forum/Round Table:

The President of the United States Adult Soccer Association and the officers of Region IV will be available to answer any questions for the first 10 minutes. After that it is a Round Table for you, the attendees, to share your ideas and experiences.

Come meet with other league representatives to share and exchange ideas about what is working in your State. Need help building membership, running tournaments, or getting sponsors? What about facilitating communication between players and administrators? Increasing the number of referees? Come see what has worked and hasn't for other organizations. Have you had success in a certain area? Come share your knowledge! This is an open forum/discussion and will be as successful as you all help us make it with your participation.

Region IV Grants:

The Region IV Grant Program explained. Will go over the policy, application process and review a few grants from the past. Our goal is to give you the information you need to prepare and ask for a grant to help your organization with available funding from Region IV.

PRESENTER:

Timothy Busch, Washington State Adult Soccer Association President

Tim is the President of the Washington State Adult Soccer Association, USASA Adult Commissioner and Chairman of the Region IV Grants Committee.

Updates to U.S. Soccer's Member Programs (lunchtime presentation):

With a particular focus on the data ecosystem we are creating.

PRESENTERS:

Ryan Mooney, US Soccer Federation Director of Sport Development

Caitlin Carducci, US Soccer Federation Manager of Player Services