



AMERICAN YOUTH SOCCER ORGANIZATION
a nonprofit corporation dedicated to youth soccer
everyone plays!

September 9, 2009

Dear Parents:

Welcome back to St. Croix AYSO to all of our U14 and above players for the 2009 – 2010 soccer season.

I think it is a real positive that we started hearing from you all today regarding when and where your kids would be playing this season! That tells me that we are already off to a good start communicating! The fact that it appears we left your players out of the playing season, maybe a not so good thing. Please accept my apology as that is not the case.

Rest assured we will be announcing next week how we will be programming for your players this season.

For those of you new to the U14 and above age division I want to explain that it has been for the last 10 years our experience that these age groups are very hard to program for in the "typical" AYSO core season. Some of those reasons include the difficulty in getting your kids to week day practices as they have to be in the evening, playing in the afternoon on Saturday breaks up family routines, interscholastic sports take precedence over AYSO games, and well, I could go on and on. Simply put, in our minds academics come first, interscholastic sports come second and AYSO tends to come in third – all perfectly reasonable and in the right order to boot!

This summer we have put some serious thought in to how to make this part of our program manageable for parents and players. Our plan in short will be to program in monthly blocks, different activities for your kids. We will be introducing some new formats and different times that your players will play, especially during the fall season. For the month of September we have been running and will conclude at the end of September a 4 v 4 format with games on Monday and Wednesday evenings at Sion Farm. As we spent the entire month of August advertising this, I hope you didn't miss our communications.

Next week we will announce the October format for these age groups. So please bear with us as we "renew" our St. Croix AYSO program. In the meantime, I urge any of you that are not on Facebook to please join Facebook and in the search box type in St. Croix AYSO. We will be using Facebook along with our website, www.ayso1383.org, advertising, emails, radio and TV to inform you and your players of what is coming up for the season. Also please tell your players to join our Facebook site as fans as we have found this summer that it is a highly effective tool for communicating with almost all of our 12 and above players.

And just a little preview (not saying which month) please encourage your players to look at the Freestyle soccer clips that are posted on the site now (and we will be posting more instructional videos) as one of the months we will be programming Freestyle "face-offs" for the players with some surprise guests to lead off that particular month!

So, feel free to contact us at stxinfo@ayso1383.org when you have questions or concerns or just want to share feedback with us. Or call us at 778-1655 and leave a message. Your questions and concerns will be directed to the correct volunteer coordinator and we will get back to you within 48 hours.

Best regards,
Tracy Bingham
Regional Commissioner
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