



Come Play on Our Team!

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Washington Youth Soccer  
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September 26, 2014

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To: Washington Youth Soccer Association Presidents  
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CC: Washington Youth Soccer Member Association Representatives

From: Washington Youth Soccer Office

Subject: Notice of November 15, 2014 Council Presentation – Modified Pricing Structure

The purpose of this memo is to provide you with details about the upcoming Washington Youth Soccer Council Presentation on the proposed Modified Pricing Structure to be held on **Saturday, November 15, 2014.**

The meeting will be held at the **Embassy Suites Seattle-Tacoma International Airport at 15920 West Valley Highway, Seattle, Washington, 98188.** A continental breakfast will be available starting at **8:30 AM.** The Presentation will begin at **9:00 AM** and is scheduled to conclude by **1:00 PM.**

Please RSVP for the Presentation by visiting **WashingtonYouthSoccer.org** and going to the Council Presentation page (located under the Events tab) **no later than Monday, November 3, 2014.**

Lodging for Friday, November 14 will be provided by Washington Youth Soccer to one representative per Association who must travel more than 50 miles (one way) to attend the meeting. All Associations who are eligible will be listed on the RSVP form; if your Association is within this area, please indicate on your RSVP if you need a room.

At the WA Youth Soccer AGM in May, we asked the meeting attendees to participate in a discussion about the potential for WA Youth Soccer to modify its current fee structure to respond to competition in the marketplace and the continued financial strain that many families in WA Youth Soccer experience. The idea of moving from a flat rate to a tiered membership fee has been floating around many member groups for the past few years and we wanted to take the opportunity to have a thorough discussion about it when we brought together the Member Association and District leaders at our annual meeting.

From these brainstorming sessions and surveys, we compiled the data and concluded that our immediate priority as an organization was to address the pricing structure and, by extension, the value statement of WA Youth Soccer. We asked for volunteers to join a Modified Pricing Structure committee to help WA Youth Soccer draft pricing proposal options for a vote at the 2015 Annual Player Fee Meeting. The committee has gathered information through surveys, telephone interviews and focus groups. The upcoming Council Presentation is an opportunity for the committee to share its insights and recommendations, and to ask the broader Washington Youth Soccer community for feedback.

If you are an Association President who will be unable to attend the meeting, please share this information with the person who will serve as the Member Association Representative (MAR) for your Association.

If you have any questions about this Presentation, please call or email Kristen Phillips at [Kristen@WashingtonYouthSoccer.org](mailto:Kristen@WashingtonYouthSoccer.org) or 253-944-1607.

