

## EXECUTIVE OFFICE

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### Chief Executive Officer – Terry Fisher

- Staff meeting
- Regional Club League/Select discussions
- Budget meetings with staff
- Marketing meetings
- Spokane and District 6 meetings
- Meeting with Issaquah Soccer Club
- Technical Director meetings
- Planning for Board Of Directors meeting Nov 9<sup>th</sup>

## TECHNICAL DEPARTMENT

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### Technical Director – Timo Liekoski

- Meeting with Lance Calloway
- Elite Player Development trainings & tryouts
- Coaching Education instructor meeting
- Elite Player Development meeting
- Starfire “E” License Course

### Director of Coaching Education – Shannon Murray

- Meeting with Oregon Youth Soccer Association - John Madding and Mike Smith in Portland on Monday, discussion in regards to the Vancouver area
- Instructor staff training - Wednesday
- “E” License course Friday, October 25-Sunday, October 27

### Program & Event Manager – Lacey Schreiner

- Elite Player Development trainings & tryouts
- Registration for trainings
- Coaching education instructor meeting
- Elite Player Development meeting
- Starfire “E” License Course

### Competitive Programs & Business Practices Advisor – Todd Lincoln

- No Report Submitted

### Recreational & Select: TOPSoccer – Kim Calkins

- Responded to daily general administrative inquiries via phone and email re: Recreation, Select, TOPSoccer
- Soccer Operations Committee (SOC) follow up with slides and communications to all District Representatives and SOC
- Follow up meetings and responses to scheduling
- Spokane task force call
- Advised on select opportunities for recreational players finishing the season - also working with Associations requesting additional select opportunities
- Promotional material support for Associations
- TOPSoccer Committee Chair meeting and continued outreach for new opportunities and support of existing programs
- WA Youth Soccer Advisory Youth Board - first meeting scheduled for November

## **MEMBER SERVICES & OUTREACH DEPARTMENT**

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### **Organization and Member Services Director – Hillary Beehler**

#### Member Services:

- Answered phone calls and emails to put members in touch with staff members for more assistance
- Worked with Club and Association administrators on insurance, risk management, and fundraising questions
- Continued reviewing budget for 2014-2015
- Contacted local organizations about visits to future board meetings

#### Meetings:

- Attended Columbia Basin Youth Soccer Association board meeting

### **Community and Outreach Program Manager – Ellie Lipton**

- Out of Office 10.13.13 to 11.4.13

### **Soccer for Success Program Assistant – Daniel Taylor**

- No Report Submitted

### **Region 5 Director of Member Services – Ron Witherup**

- Portland Metro League administration
- Recreational Cup registration and planning
- Portland Timbers Youth league planning
- Soccer Operations Committee preparations

## **MARKETING & COMMUNICATIONS DEPARTMENT**

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### **Director of Communications – Mike Anderson**

- Attended AT&T Sound Off meet and greet with NW Nationals and DeAndre Yedlin – Story coming this week
- Attended USSF Market Training Center
- Attended “E” License course at Starfire
- Posted FWRL story and sent to targeted media – Picked up by GoalWA.net and SoccerNation.com
- Worked with Kim on District 6 update
- Discussions with Varsity Communications on 2014 strategy

### **Director of Marketing & Competitions – Matt Moran**

- Followed up with Snohomish County Sports Commission and area hotels regarding a bid for Region IV Presidents Cup
- Met with potential sponsor and partner
- Conducted Recreational Cup draw and conducted conference call with Committee, finalized Rec Cup teams, responded to many questions
- Communicated State Cup dates and protocol to registrars, Affinity staff, sponsors, and teams
- Worked with Sports Authority to announce winners of their ‘Enter to Win’ promotion
- Finalized dates and location for Futsal Cup

**Marketing & Events Manager – Kristen Phillips**

- Managed social media
- Web slides posted to website
- Web updates as needed
- Updated Club Directory
- Risk Management, Certificates of Liability, Medical Insurance Claims, Player Releases and Travel Rosters
- Promoted Volunteer of the Month award
- Promoted FWRL story
- Promoted Sounders vs Galaxy discounted tickets
- Google analytics
- Website FAQs
- Annual Player Fee Meeting planning and brainstorming
- Of the Year Awards planning and brainstorming
- Editing November *Soccer for Success* newsletter