

As part of the fiscal year 2011 budgeting process, the ASA has instituted a number of changes to the Travel Soccer Player Fee. Player Fees are a fundamental component in building a Player Focused and Financially Strong Arlington Travel Soccer program. The Travel Soccer Player Fee continues to be less than many neighboring clubs. The ASA is committed to ensuring that the Club continues to: elevate the Caliber of our Players and Competitiveness of our Teams; maintain the Dedication, Experience, and Credentials of our Coaches and Staff; and Provide a Valuable Service to the Broader Arlington Community.

- I. *Elevating the Caliber of Our Players and Competitiveness of Our Teams* – Player Fees play a critical role in ensuring that the ASA Travel Soccer Club (ATSC) is able to offer the caliber of Player Development Programs and Offseason Training needed to grow and develop our Players and Teams. As importantly, ATSC has grown into a nationally recognized Club. As such, the resources, staff, and capital needs have grown as well.
 - *Player Development Programs and Offseason Training* - ATSC Player Development Programs focus on developing individual players and building competitive teams through year round skills clinics, skills workshops, and training sessions. Focus continues to be on teaching the game physically, emotionally, and psychologically and includes instruction on fitness and injury prevention.
 - *Investing in the Future of Arlington Travel Soccer* – Inherent in building a strong program is the need to build strong governance and management processes that ensure the efficient conduct of business for our Club. While increases in salaries, payroll taxes, and other related expenses can be associated with a more formal Club-Centric Governance and Management structure, the increased focus on the long-term continuity and longevity of the Club will help ensure our ongoing success.

- II. *Selecting and retaining highly Dedicated, Experienced, and Licensed Coaches and Staff* - With the recent growth and evolution of the Arlington Travel Soccer program, focus continues to be placed on ensuring that the Club is serving our Players, Player Parents, and Coaches. To that end, ATSC now has three Directors of Coaching charged with managing the overall technical aspects of the Club. Player Fees play a critical role in ensuring that the Travel Program is able to retain the quantity and quality of Managerial and Coaching Staff needed to develop quality players and competitive teams. The number of teams, players, and revenue varies each year. Despite this variability in revenue, ASA maintains a stable and experienced Staff.
 - *Dedicated, Experienced, and Licensed Coaches and Staff* - Three Directors of Coaching with a collective 100+ years experience playing the sport and teaching soccer to youths with advanced abilities. Over 40 dedicated Coaches with credentials ranging from USFF F,E,D,C,B, and A Licenses; NSCAA National and NSCAA Advanced National Licenses; as well as National Youth Coaching Licenses.

- III. *Providing a Valuable Service to the Broader Arlington Community* - Player Fees enable the ASA Travel Soccer program to play an active role by participating in and collaborating with our affiliated organizations including the USYSA, VYSA, the ASA, as well as the Leagues within which we compete. Underlying all of our activities is a belief and commitment to serve the Broader Arlington Community within which we all live and work.
 - *Playing a Leadership Role with our affiliated organizations and the Leagues* - Dues paying membership in our affiliated organizations; Serving on the Board of the ASA; Championing and stewarding the best interests of our Club, of our Teams, and of our Players.
 - *Financial Assistance to those in need* - A commitment to provide potential players, regardless of financial status, the opportunity to qualify to play competitive travel soccer, and the opportunity to receive some level of financial assistance. Financial Assistance continues to be an important but large expense. Encompassing this belief and commitment is the desire to assist in developing superior life skills for our Travel Soccer players that will assist them both on and off the field.

