

Alliance News

Greetings Alliance Families and Players,

With our first year and second season almost complete I wanted to give you some “news from the top.” I know we all get very focused on our own teams but I hope as time goes on you will begin to appreciate the importance and benefits from being a part of a larger organization. This time of year is always exciting, stressful and busy. Many of us are focusing on the upcoming state tournaments. Tryouts are just a few weeks away. Rumors are flying about this team or that coach or the “other” club. I just want to thank you for journeying with us during this inaugural year as FC Alliance. I make no claims that we have done everything right but I am confident that we have grown and have learned from the growing pains (mistakes) of the past 12 months. I would remind you that what we have accomplished is unprecedented in scope and size for the Knoxville Soccer community. We feel strongly that things will only get better.

First let me remind you that our goal is to provide every child in this club with the absolute best soccer training and experience available anywhere. I truly feel we have the best and most highly qualified coaching staff in this state and maybe the southeast. Every player in this club is entitled to excellence in coaching and training. Our coaches are professionals with a tremendous range of national and international experience. Their coaching credentials are second to none. Our coaches are committed to training young soccer players how to play the beautiful game. This is not all about winning. It is about building young men and women into confident and competent young adults. We have a program. We have specific goals at each age. We have modified our coaching structure over the last year to implement these goals. I feel confident that all of you have seen your children improve over the last year. I think you will see even greater results in the months to come.

Secondly, I want to say a word about tryouts. Let me remind each of you that it is a violation of TSSA rules to be recruiting registered players to come to your team before the respective state tournament. Do not jeopardize your child or your team by talking to other registered players outside our club about joining your team. The state organization (TSSA) takes this very seriously. On a positive note have you seen our billboards and banners? WOW! We are already receiving dozens of phone calls about our organization. They have been very well done and strategically placed around the city. A special thanks to Lamar advertising and Pilot Corp. You should see in the next few days the city flooded with professional looking flyers that will be on display in all the Knoxville Pilot stores. If anyone would like to make a special donation to the club to help pay for this advertising, we would welcome your help. These brochures and banners are not cheap and we have a couple more items ready to go if we can secure the funding. Tryout information is posted on our website. As in the past I need one member of each team to volunteer to help at tryouts. In the past this is usually the team manager but we definitely need your help. First impressions are very important to new/potential members and smooth running tryouts are essential. All of you can help by **preregistering** (note the emphasis on “pre”). You should be able to preregister on our website this week. We are boldly attempting to have an all electronic registration process including (keep your fingers crossed) online payments. (BIG thanks to Robert Palmer and Luc Dessieux). As in past years we are requesting a \$100 deposit that is applied to fall fees. Finally, especially for the younger players, talk to your friends in AYSO or at school and invite them to tryouts—you can invite them all you want just not other register club players. If you have any questions about talking to someone just ask your coach.

Thirdly, from the board perspective we have accomplished several things. First we now have a functional and professional web site. (Thank goodness!!!) Our managers' handbook has been redone and we hope is much more useful. We have implemented some new policies especially focusing on team structure with regard to a manager/treasurer format to prevent any questions about where your money goes. This was voluntary for the spring season but will be mandatory for all teams in the fall. We have added some new board members to increase our number to nine and are attempting to segregate our board members into functional subgroups to handle certain aspects of the club. Yes we still have a building fund and even some drawings for constructing bathrooms at Alliance Park. Contrary to some untrue rumors, all money donated to this fund is in a separate account that is not and has not been used to fund the day to day

operations of the club. We are (as I know many of you are) keenly aware of the significant impact our current economic climate has had on discretionary funds. We are working on a new financial aide program for the fall. Perhaps our biggest accomplishment (one that you won't "see" anywhere) is in our working relationships with our coaches. Our team spirit between the board (purse string holders) and our coaches has grown into something quite special. We have truly developed a sense of mutual respect and cooperation for the good of your children. We are still looking at ways to develop more corporate sponsorship to our club—very challenging in this current climate. I think you will really see some huge changes in our PR and communication both within the club and in the community in the next couple of months. Our club has also passed/completed an external audit required for all 501 nonprofit organizations. (Great job by our 100 lbs of fury treasurer –Robin Bingham). We plan for next year to be even greater!

Finally some odds and ends: Please keep in touch with our website for camp dates, 3v3 summer league, and other team events. Our coaching assignments for next season should also be on the website this week. (www.fcallianceknox.org) Thanks for your help last weekend with the tournament. It certainly did not go off as we planned but we did the best we could under the circumstances. I would also ask you to take some time to fill out a survey (on the website) about your experience with FC Alliance. We want to get better and value your feedback about your coach, your team and FC Alliance as a whole. We will take criticism and praise. I just ask that if you want to complain, please offer a solution. We always have a need for more volunteers. We are desperate to find someone to fill the massive shoes of our uniform coordinator—Donna Filipowicz. If you are interested let me know. If you have an idea for the club and want to head up a project—let me know. This club is only as good as the people who step up to make it better. We have great coaches but we need to build on the great group of volunteers that get things done.

In summary (I was told this is too wordy) here are the bullet points.

- 1.) Thanks for being a part of FC Alliance!
- 2.) I am convinced we have the best coaching staff in the state!
- 3.) Tryouts next week- preregister on the website.
- 4.) I need one volunteer from every team to help at tryouts.
- 5.) Fill out the survey and give us some feedback
- 6.) Get Involved! We have plenty to do. You can help us be even better.

See you on the pitch,

Randy L Denton Jr, President FC Alliance –for the Board of Directors.