



# eNEWS



## CEDAR RIVER SOCCER ASSOCIATION

January 15, 2010

***Happy New Year CRSA players, families and coaches!***

### **2009 Report from the CRSA Board of Directors**

With a New Year underway, we thought that it would be a good time to reflect on the accomplishments of 2009 and to communicate our plans as we move forward in 2010. Although 2009 was a year with many challenges, it is always important to remember the things that are going well in our lives. At CRSA we feel the list of “things that are going well” is extensive! Here are only a few of the highlights...

#### ***Quality coaching staff and commitment to individual and team development***

CRSA is fortunate to have the largest professional coaching staff in Eastern Iowa. All CRSA coaches have completed the licensing requirements of the United States Soccer Federation or other national soccer organizations.

Among our four full-time staff coaches; two have a USSF “A” license, one a “B” license and the other a “C” license. Our training schedule, coach-to-player ratio and coaching assignments assure continuity, but also allow for flexibility when necessary. Our coaches are committed to the CRSA mission statement which emphasizes the importance of individual development and team skills with an emphasis on sportsmanship, teamwork, discipline, goal setting, social growth, and the development of life skills.

#### ***State Cup success***

**Fall 2008:** **State Cup Champions** - EIU U17 Boys Blue, EIU U18 Boys Blue and CRSA U15 Girls Premier; **State Cup Finalists** – CRSA U16 Girls Premier

**Spring 2009:** **State Cup Champions** - CRSA U13 Boys Premier and EIU U19 Boys

**Fall 2009:** **State Cup Champions** - EIU U17 Girls Blue, EIU U18 Boys Blue; **State Cup Finalists** - CRSA/HSC U16 Girls Premier, EIU U17 Boys Blue



IOWA STATE CUP

#### ***2009 Chill Out Tournament***



- It was our largest tournament ever! We hosted 222 teams and approximately 10,000 people over the weekend!
- The Chill Out tournament remains the largest single weekend soccer tournament in the State of Iowa!
- The 2009 Chill Out event generated more than \$1.1 million in direct spending in the greater Cedar Rapids area (Source: Cedar Rapids Convention & Visitors Bureau)
- Greatest volunteers! During the weekend, CRSA members fulfilled more than 250 volunteer shifts. Additional 25-30 committee chairs worked year round to coordinate other key areas of the Chill Out tournament.
- Kudos and special thanks to Craig Stump our Chill Out tournament director and the 2009 Chill Out committee!

### **CRSA Strategic Plan**

The CRSA strategic plan has been a work in progress since 2008. After analyzing current and past membership data, program costs, utilization of resources and anticipated impact of the EIU transition plan for our U17 and U18 players, we created a model of what we believed our membership should look like.

We also surveyed members and received some valuable feedback about what we are doing well and what we need to improve on. See the *BOD update section of this eNews letter for our Strategic Planning Statement*. We will continue to meet on a regular basis to analyze the progress of our strategic plan and will communicate updates on the web site under the new link "CRSA BOD UPDATES."

### **Value of CRSA**

If you have not had a chance to read this document on the CRSA web site, please check it out at [www.crsoccer.com](http://www.crsoccer.com). The purpose of this document is to provide an overview of our club benefits. We believe there are seven areas in which CRSA provides the best value for club soccer in our area:

- (1) The experience and excellence of our coaching staff
- (2) Quality and quantity of training sessions (indoor and outdoor training)
- (3) Game coverage and opportunities to play
- (4) Optional free programs such as the nutrition seminar, college planning seminar, and the Physiotherapy Associates Injury Evaluation and Prevention Programs
- (5) Community service/Community Involvement – In 2009, the CRSA Flood Relief and Recovery fund- donated money to Taylor School to purchase new soccer, playground and PE equipment; we also made toiletry donations to Waypoint and participated in the American Heart Association Walk. Additionally, our CRSA Outreach programs provide free after-school soccer programs to kids at participating schools in Cedar Rapids and the surrounding communities.
- (6) Values and culture of CRSA
- (7) Training environment



### **Quality training environment**

Our 2009 field improvements included lights on field #3, completion of a swales project (to improve drainage) and wireless network installation (partially funded by grant money from Verizon).

Based on data obtained from a survey of our membership, we continue our efforts to provide consistent and quality locations for indoor training at a reasonable cost. This winter we are offering more indoor practices than ever at a variety of locations in an effort to meet the needs of all of our members.



### **2009 CRSA College Showcase Camp**

- First ever College Showcase soccer camp in eastern Iowa
- A great opportunity to showcase local players that were interested in playing soccer at the high school and college level
- 23 college coaches participated
- Approximately 145 players participated
- CRSA "graduates" that are now playing soccer in college also participated in the camp
- CRSA hosted a Coaches and Player panel for camp attendees
- Each college coach in attendance received a player profile manual
- Kudos to Shaun Howe for the vision and commitment to make this camp a HUGE success!

**EIU/ Collaboration/Partnerships** with other clubs in Iowa in an effort to achieve the most positive outcomes for individual players and the sport of soccer.

All of this would not be possible without the commitment of our parents, coaches and volunteers! We are so fortunate to have parents and players involved in our programs that are enthusiastic, talented and resourceful! Thank you very much for your efforts on behalf of CRSA!

As we look ahead to next year, we encourage each of you to think about how you can become involved in CRSA. We welcome new ideas for improving our programs and meeting our strategic goals for the future. Consider joining a committee or getting involved with the 2010 Chill out tournament! It is not only fun but VERY rewarding!

Warmest regards from CRSA's Director of Coaching and Board of Directors

Shaun Howe, Kathy Bjornsen, Steve Peak, Karmen Wilhelm, Brian Bergstrom, Tad Cooper, Kris Hellweg, Jim Miller, Derek Pendergast and Natalie Wong

### **CRSA Strategic Planning Statement**

*One of the primary objectives of our Strategic plan is to responsibly "grow our club" while continuing to support our mission. Our goal is to be proactive in terms of adapting to the challenges that face nonprofit groups and soccer clubs. During this first year of our strategic plan we have customized and updated our database to allow for "actual data" to be used in our decision-making processes. We also created a financial oversight committee and instituted financial controls in an effort to assure that our club will be in a strong position moving forward.*

*Another primary objective of our strategic plan is to improve communication among players, parents and the community. CRSA recently hired a part time director of marketing and communications in an effort to assure a quality experience for our members improve communication, create a marketing plan for the club and to assist with quality control initiatives. A committee has also been established to plan for an update of our web site in an effort to improve communication while maintaining and continuing our legacy of program and staff excellence.*

### **CRSA Spiritwear Ready for Pick Up**

If you ordered CRSA spiritwear during the Winter Merchandise Sale, your order is ready for pick up. Please contact Karmen Wilhelm at 319-551-2768 or [crsa9596boys@aol.com](mailto:crsa9596boys@aol.com) to make arrangements to pick items up at her home in Marion. Note: A few items are still on backorder.

### **2010 CRSA Membership T-Shirts on sale soon**



CRSA's 2010 Membership T-Shirts will go on sale beginning January 11. This year's shirt features a fun graffiti-style design on a short-sleeve, 6.1-ounce, 100% cotton Gildan brand gray T-shirt. The backside artwork includes CRSA Club Member names. Cost is \$15 each. Sizes available include youth small through adult XX-large. Watch for order forms from your team manager or contact Karmen Wilhelm at [crsa9596boys@aol.com](mailto:crsa9596boys@aol.com)

### **Help Support the CRSA Scholarship Fund**

It is the policy of CRSA to assist those members who need financial aid to assure that an individual's ability to pay dues is not the sole deterrent to playing soccer. In an effort to assure that scholarship dollars are available to all members that qualify, we have established the CRSA Scholarship Fund. Donation forms and more information about the scholarships will be available at [www.crsoccer.com](http://www.crsoccer.com) soon. Since we are a 501(C)(3) nonprofit organization, donations are tax deductible. If you have any questions about the CRSA Scholarship Fund, please contact Derek Pendergast at [Derek-pendergast@uiowa.edu](mailto:Derek-pendergast@uiowa.edu) or Jim Miller at [jrmilleruni91@yahoo.com](mailto:jrmilleruni91@yahoo.com)

## **CRSA Pride Night with the Rough Riders**



Plan to participate in “CRSA Fun Night /Pride Night” at the Cedar Rapids Ice Arena on Saturday, February 6 when the Cedar Rapids Rough Riders take on the Tri-City Storm. Face-off is at 7:05 p.m.

Gather your family and friends and show some CRSA pride while cheering the Rough Riders to a victory! Club members will have an opportunity to participate in interactive and fun intermission activities.

Tickets are \$11 each. To order, call Rob at 319-261-GOAL or complete the order form provided by your team manager (coming soon). If you order over the phone, make sure to mention that you are with CRSA.

### **Thank you Ed Burkle!**

Volunteers make it happen at CRSA. Several adjustments were needed on the lights at the CRSA soccer fields last fall and bringing trucks and equipment onto the wet fields would have caused considerable damage. Special thanks goes out to CRSA parent and utility worker Ed Burkle who donated his time and put his talents to work climbing the poles and getting the job done for the Club. *Thank you Ed! We appreciate your help!*



### **Recommended Readings from Coach Howe (two articles)**

#### ***“Parents Seeing the Big Picture” (By Jim Thompson)***

I have long been a fan of “The Family Circus” comic strip. Perhaps my favorite strip of all time features the family dog barking up a storm in the middle of the night. Dad, irritated that he’s been awakened from a much-needed sleep, clomps down the stairs to yell at Barfy, who dutifully hangs his head. Dad climbs back up the stairs while the cartoonist has a surprise for us. He pans back so we see in the far corner of the yard a burglar retreating.

We who see the “Big Picture” know Barfy has protected his family from a burglary. The dad, seeing only the “Little Picture,” is angry at being disturbed.

This comic strip can serve as a metaphor for youth sports. Youth coaches and parents are often overwhelmed by so many Little Pictures filled with barking dogs that they miss the Big Picture entirely. How our children do in any given sporting event is Little Picture. Whether they win or lose, play well or badly, laugh or whine after the game - all Little Picture.

What children take away from youth sports to help them become successful, contributing members of society is the Big Picture. Whether they remain physically active throughout life, learn to bounce back from difficulties with renewed determination, discover how to support other people within a team context - these are the Big Picture.

THE BIG PICTURE AND YOU. This book\* describes a model of sports parenting that focuses relentlessly on the Big Picture. We call it the Second-Goal Parent.

There are two broad goals in youth sports: striving to win and building character so kids develop into successful, contributing members of society.

As important as winning is, Second-Goal Parents let coaches and athletes worry about the first goal of scoreboard results. Second-Goal Parents have a much more important role to play: ensuring their children take away from sports lessons that will help them be successful in life. Remember, that is the Big Picture. And attending to this is much more vital than being an extraneous backseat coach.

Now, there is nothing wrong with caring about whether your child's team wins or loses. Go ahead and care about it! Likewise, there's nothing wrong with giving pointers when your child asks for them.

But the lifelong impact you can have - that no one else can in quite the way you can - is on the life lessons your child takes away from the sports experience. No one can be there for your child in this way better than you. No one.

If you embrace your role as a Second-Goal Parent, it will transform the way you see youth sports. It will help you seize the teachable moments that will come your way again and again because you are looking for them.

What might have seemed like a disappointing loss or a failure by your child becomes an opportunity to reinforce resiliency. A tough competition in forbiddingly hot, cold, or nasty weather can prompt a conversation with your child about learning to enjoy challenges. Whether your child succeeds or fails on the playing field, you will be able to use the experiences to reinforce the kind of person you want him or her to be.

*\*(Excerpted from "Positive Sports Parenting: How 'Second-Goal' Parents Build Winners in Life Through Sports," the fifth book by Jim Thompson. It is available for \$8.95 at [www.positivecoach.org/store](http://www.positivecoach.org/store) . Thompson is the founder of the Positive Coaching Alliance.)*

### **"Clicking for Kicks" (By Mike Voitalla)**

To develop skills and master the game, the next best thing to playing is to watch. But a common lament among American coaches, one I've heard even from U.S. national team coaches, is their young players don't watch enough soccer.

For sure, the great players I've ever interviewed tell stories of watching stars make brilliant moves, and then trying to emulate them. Former U.S. captain Claudio Reyna, to name one, would watch soccer on TV with his older brother, then go straight to the backyard and mimic what he had seen.

There's no shortage of soccer on American television, but young players often aren't drawn to watching if there's not a soccer culture in their house. In many other countries, where dad's a big soccer fan or Monday's schoolyard conversation revolves around the weekend's games, children are more likely to watch soccer.

So coaches need to encourage them. They can mention upcoming games - "The USA is playing Mexico on Sunday!" -- and perhaps send e-mail reminders on when they're being broadcast and on what channel.

Coaches can start a friendly pool or fantasy league to encourage their players to watch high-level soccer. Have players pick a favorite MLS or WPS team - or teams from any league that is televised - and spur discussion on last weekend's games at the next team get-together.

Also, modern technology enables coaches to make at least some soccer-viewing convenient for their players. For this generation of kids, watching videos online is a part of their daily routine. Coaches can e-mail links to highlights or instructional demonstrations.

Highlights from soccer games around the world can be found by searching YouTube.com, and visiting soccer video highlight websites such as Footytube.com, SoccerClips.net and GoalJunky.com. MLS and WPS have video highlights on their sites. MLS's site features Goals of the Week and Saves of the Week .

YouTube also provides profiles and highlight montages of soccer role models, from Landon Donovan and Mia Hamm to Lionel Messi and Cristiano Ronaldo.

Lenny Lun, who coaches girls at Northern California's Mustang Soccer, picks a "move of the month" for his players to focus on. He directs them to a video-game promo that works perfectly to demonstrate a variety of spectacular moves that entertain and inspire.



## **CRSA Girls Support the Chicago Red Stars**

CRSA players McKenzie Dickerman, Kaela Dickerman and Grace Reinhart, along with other local soccer players took in a Chicago Red Stars game at Toyota Park in Bridgeview, IL, last fall. Pictured with the girls is LA Sol's goalie and member of the Women's Professional Soccer All-Star Team, Karina LaBlanc.

## **Health and Nutrition Spotlight**

### ***Yes, Eight Glasses a Day:***

### ***Water intake is still all-important, and many other fluids don't count***

*By Laurie Evans*

Most people underestimate the simple act of drinking water. The human body is about 75 percent water and everyone should know that proper hydration is important to keep your body functioning at its best. Even more important to remember is that the human brain is about 85 percent water. The brain gets priority when it comes to hydrating. If you fail to drink enough water, it is the rest of the body that suffers first.

Keeping your body properly hydrated is as crucial as maintaining an engine's oil level. This is especially true for young people, whose bodies are still growing and developing. Engines will run for a while with the oil low, but eventually they break down and stop running. Dehydration is an accumulative process, and health professionals are finding chronic dehydration to be increasingly common. The cure is the simple act of drinking water. Nothing can replace the importance of plain water.

Everyone should be drinking the minimum amount that doctors have long told us we need. That is a total of eight to 10 eight-ounce servings of water daily to function normally. When you are using extra energy competing in sports, your water intake should be increased. It used to be thought that simply drinking when thirsty was sufficient, but modern research is showing that thirst is a symptom of already being dehydrated. Drinking 60-80 ounces of water per day is important maintenance. It is also important to remember that an increased water intake has a tendency to flush sodium from your system, so one electrolyte beverage per day should be part of any hydration regimen.

There are quite a few electrolyte replacement drinks, but these drinks should not be used as a replacement for water. Coaches, parents and adult players teach by example. What kind of example is being set in the hydrating department? Next to dedication and skill, bodies are the most important piece of competitive equipment in the game. Is chronic dehydration a problem for your team?

Are you aware of the signs of chronic dehydration? They include muscle and joint pain, back pain, stress, allergies and asthma. Do you recognize any of these symptoms? Know your players and watch for signs. Research has even found possible links between chronic dehydration and Alzheimer's disease. It has long been believed that consuming any fluids would keep the body running properly. New studies, however, show that water and only water can do this, so don't underestimate the importance of establishing a new drinking routine.

If you want to know if you are drinking enough water, check the color of your urine. Unless you are taking vitamins or some type of medications, your urine should be almost clear. "Clear and copious" is a good description of a healthy person's urine. You know yourself better than anyone; watching and listening to the signals your body gives is important.

When the weather is hot it is easy to drink water. In the colder months drinking water takes more of an effort, but drinking adequate amounts of water stays just as important. The cooler the weather, the more likely we are to reach for hot drinks like coffee, tea and hot chocolate. Unfortunately those drinks act as diuretics and extra care should be used to avoid dehydration. For every cup of coffee that you drink, you need to drink three glasses of water to replace lost fluids. And for every 12-ounce beer you drink, you expend 20 ounces of fluid. Do the math and drink the extra water. Fruit juices, such as pure orange juice, are OK, but avoid juices that have

added sugar or other ingredients.

To get your team in the best competitive condition, start a hydrating program now and see how the players' performance improves, especially as the weather heats up. If you are not an avid water drinker, then most of your players are probably not either. After all, kids copy what they see others doing. So my challenge to all of you coaches out there is to increase your water intake to a minimum of eight eight-ounce glasses a day. It is easier than you think. It is best to drink purified or good bottled water. Tap water may have chemical taste and excess chlorine.

It has been 13 years since my own experience with heat exhaustion, and my favorite summer beverage is no longer iced tea, but water. I try to drink a minimum of 80 ounces every day and in the summer a gallon plus. My health is great and many of my aches and pains have left, even though I will be 55 this year.

Our company has been teaching the importance of hydration and acclimation since 1992 while providing a full line of personal cooling items. Cooling products can help everyone on a hot day, but nothing can beat being fit and fully hydrated. Our clients include military teams, firefighters, K-9 teams, the Pacific Coast Strike Team, and we hold classes at Fire Rescue West and some search and rescue events. Our primary focus is to help prevent all types of heat-related problems while educating people about the importance of drinking water.

Hydration and acclimation are important in any season, just like eating well-balanced meals. It is all part of staying fit and staying sharp to enjoy a healthy and safe time during the soccer season.

*Editor's note: Based in southern California, Laurie Evans is a hydration consultant with Mountain Valley Ventures, which provides personal cooling products for companies whose employees work in high-heat environments. She can be contacted with hydration questions by calling 1-800-597-0618 or on the web at [www.polar-products.com](http://www.polar-products.com) For more information on the topic, see "Your Body's Many Cries for Water" by F. Batmanghelidj, M.M|D. This article originally appeared in the July-August 2002 issue of Soccer Journal.*

### **CRSA Volunteers Put On Alert for Chill Out**

Please mark your calendar for the 2010 CRSA Chill Out Tournament to be held the weekend of April 18-19 at Tuma Soccer Complex. Our tournament is the largest single-weekend sporting event in the State of Iowa and it wouldn't be possible without the hard work and dedication of our parent volunteers.

#### **Each CRSA parent is asked to work one volunteer shift (per child) during the weekend.**

Volunteer duties include things like field marshalling, registration, selling merchandise, directing parking, etc. We're counting on you to make our tournament a success again in 2010. Thanks in advance for your willingness to help.

### **Thoughts for the Month**

- *Losers live in the past. Winners learn from the past and enjoy working in the present toward the future. -- Denis Waitley*
- *Strength does not come from winning. Your struggles develop your strengths. When you go through hardships and decide not to surrender, that is strength. -- Arnold Schwarzenegger*
- *Winning takes talent, to repeat takes character. -- John Wooden*
- *Teamwork is the ability to work together toward a common vision; the ability to direct individual accomplishments toward organizational objectives. It is the fuel that allows common people to attain uncommon results. -- Andrew Carnegie*
- *None of us is as smart as all of us. -- Ken Blanchard*
- *We must all hang together, or assuredly, we shall all hang separately. -- Benjamin Franklin*

***To submit items for consideration for inclusion in the CRSA e-Newsletter,  
send e-mail to [crsa9596boys@aol.com](mailto:crsa9596boys@aol.com)***