

To all AYSO Parents and Players:

In late July 2008 I received an email from a parent of a child who had just registered for our primary program. They are new to AYSO and had some questions regarding the upcoming season. As important as their questions were to them they were important to me as well. And what struck me most was how the parent ended the letter, writing "we are looking forward to the AYSO Experience". I loved how she ended that letter because, in the end, we are more than a soccer organization. We strive to provide an "experience" for your entire family. So what exactly is an "AYSO Experience"?

The "AYSO Experience" begins with the concept of family. We strive to make every Saturday a special one for your family. If every child comes to the fields on Saturdays and just "plays a game" and each parent, sibling or other relative comes to the fields on Saturdays and just "watches a game" we haven't done our job. Yes, that may be what everyone paid for, but all of our children and you deserve more, and that is what we strive to do.

It all begins with the selection of our coaches and what we as the board convey as what our expectations are of them. Every coach will tell you that what we expound and convey at every coaches meeting is that it is not important how many games they win, but rather how many children come back each week and each year. It is more important to attract a positive atmosphere of learning and fun rather than "winning at all cost" and fear. Now mind you there are no "bonuses" for maintaining a certain player count, as we are all volunteers. It is just our belief that AYSO philosophies are second to none, that the goal of youth sports should be the development of the child, in all aspects of their lives, and that all of our youth deserve such a program and place to play. It is no wonder that most of our players request that they remain with their coach from year to year.

The "AYSO Experience" is also based on the respect that we have for your time and your family. Although AYSO has by far the most participants of any youth organization in our area we try to honor requests for practice days in order to make your lives easier. Although we cannot guarantee such requests are honored, we do make every attempt to do so despite the size of our program. This is a testament to the dedication and hard work of our division directors who have the same commitment of "family" as the board does. At AYSO we view each other as family, and there is nothing more important than "family" pictures. Here in AYSO we provide you with a complimentary individual picture along with a team picture. You may purchase additional pictures, but we want to make sure that you get a remembrance of your children each year that they play AYSO.

The "AYSO Experience" continues with our special events that we hold each year. Some years we have had "AYSO Fun-Days" where we have had bounce houses, climbing walls and our human foosball game. Other years we have had banner days where each team makes their own team banners and teams that have been judged to have the best banners in each division win a \$100 gift certificate for a team party.

The "AYSO Experience" also encompasses the concept of community. Our region has adopted the American Cancer Society and its "Relay For Life" as our annual community based project. Representatives of our region have also taken part in National AYSO endeavors such as repairing Fire Houses in the lower ninth ward in New Orleans and cleaning up parks in a San Francisco neighborhood. And our organization is a staple in the annual City of Weston 4th of July Parade.

AYSO Region 644 is also intricately involved in the Halloween costume pass back and this year we will begin our initiative to help feed the needy through "Feeding South Florida".

The "AYSO Experience" lies at the heart of our mission statement: AYSO Region 644's mission is to provide a quality, affordable soccer program to all children and adults in the West Broward Florida community regardless of skill level, physical and emotional development. We strive to give all our players, volunteers, sponsors and partners a full range of experiences and productive participation in our community. Our program listing encompasses this commitment. Along with our fall and spring seasons for our primary program, we have a travel program (Weston FC) for our players who prefer a more developmental approach in their soccer experience. We also are proud to have an ever growing VIP

program, for the physically and emotionally challenged youth and adults. We have a mens league and a womens league as well as the U30 mens league. In summation, what is the “AYSO Experience”? It is everything that you should expect for your kids.....and more.

The following is some important information that you will find useful:

☺☺ **Website-** www.AYSO644.org is our state of the art website providing all of the up to date information from our region. You will find all of our contact information, upcoming events, FAQ’s, program descriptions, sponsorship pages as well as our Flashbacks section which provides a pictorial of the prior week’s soccer action.

☺☺ **Beginning of The Season-** Practices will begin on Tuesday September 6, 2011 with our first games scheduled for Saturday September 24, 2011. Our season will run for ten weeks We will play a minimum of 9 games per team should a rain out occur.

☺☺ **Picture Day-** Picture days are slated for Saturday October 22nd and Saturday October 29th. Team picture day assignment times will be published in the online team page through Sportslogic.

☺☺ **Weston FC-** Two years ago the travel organization merged into AYSO and formed the largest travel soccer club in Florida with over 70 teams. Weston FC teams play in local and state wide leagues and play many tournaments within Florida and around the country. We also are one of a very few organizations throughout the country which have U16 and U18 boys United States Youth Academy which is the pinnacle of all of youth soccer.

AYSO Banner Day- We will be having our annual AYSO Banner Day on Saturday October 15, 2011. Each team is requested to make a team banner exemplifying team work and team pride. The top three banners, judged by our board of directors, will receive a \$100 gift certificate for a year end team party.

☺☺ **AYSO “One Can For Me and One Can for the Other Guy”-** We at AYSO think that it is not just enough to give the kids in our community a great soccer experience, but as an organization we owe it to the community to contribute back. To this end we have developed a food drive which will collect non-perishable food items in conjunction with “Feeding South Florida” on October 29th and November 5th at the AYSO Soccer Building by soccer field 2. We hope that you will help us in our endeavor.

I hope that we can make this year a memorable one for you, your children and your entire family. That is our goal and as in soccer....that is what we will always be shooting for.

Have a great time this year...and see you on the fields.

Sincerely,

Richard M. Schwartz

AYSO Regional Commissioner- Region 644