



Presidents Address – AGM – Nov 23, 2011

2011 was another successful year for the programs offered by the Pickering Soccer Club (PSC), and as is the case with all community-based sports organizations, in no small part due to the efforts of all our volunteers. So firstly, I would like to thank all of you – from the Board members, to all the coaches, assistant coaches, managers, coordinators and those of you who give your time willingly - in enabling the club to achieve its goals this past year.

The year, however, did not come without its challenges! Mother Nature plays a major part in the success of the club's programs and chose late May and early June to keep our fields well watered, and our players on the sidelines! The club takes great pride in its close working relationship with the City of Pickering, who provides us with the on-going maintenance of our soccer pitches, and with their co-operation we were able to get the programs up and running as soon as the fields were ready. Thank you to the City's Parks & Recreation department.

PSC also worked closely with the City to celebrate its 200th Anniversary, participating in many anniversary events held throughout the year. Every player's shirt had the anniversary logo on it.

Our sponsors continue to be a backbone of the club, and 2011 was no different to previous years. Whether it was sponsoring a league, a team, an event or a player, the PSC is truly grateful to all our sponsors for your continued financial support, enabling the club to provide the varied programs during the year at an affordable cost to our members.

On the field, from our U3-U18 recreational youth programs, the competitive programs from U7 to Ladies' and Men's, the U25 co-ed program, the Men's and Ladies' recreational program, and our incredible Special Needs program, they all continue to develop and flourish under the guidance of the respective Directors and the Head Coach and his staff, with all the required support from our administrative staff.

Our match officials – the Referees and Assistant Referees – without whom our games would not take place, continue to provide excellent service in ensuring adherence to the Laws of the Game, and making the field of play a safe and enjoyable experience for all our members. The club continues to promote our players, coaches and parents to respect the match officials and the decisions they make.

The club continues to be a leader in Ontario soccer in following the framework and objectives of the "Long Term Player Development" program, and this will remain the focus of our coaching staff as the OSA mandates its implementation throughout the province.

2011 has also seen some changes to our staff members and our office operations. The Board took the steps to re-organize our office structure to reflect our administrative operations. We have also installed a new phone system, to improve our communication capabilities with our members and their families, as well as new administrative software to enhance our member registration process and the club's overall administration capabilities for 2012.

Finally, I would like to thank the Executive and the directors for all the work and support they have put towards the club in 2011. I look forward to 2012 being another progressive and successful year for the Pickering Soccer Club throughout our community, region and beyond.

Phil Frampton
President



Vice President Report

- City has completed renovations to the Field House at Kinsman.
- PSC has provided the city with a complete assessment of our fields with a “wish list” of our needs/priorities to be included in the city’s 5 year Capital Budget.
- Plans to include:
 - Central Control irrigation system
 - Upgrades to existing fields that would meet league minimums pertaining to field size as well goal sizes.
 - Unused Baseball Diamonds to be converted to Mini Soccer Fields.
 - Reconstruction of both St Mary’s and Pine Ridge track fields
 - All Lighting to be replaced with more cost effective options
- Top dressing and ongoing maintenance of all city fields continued this spring.
- Turf Field will be open until the end of December—weather permitting
- Complete rebuilds of Dunmore and Princess Di, including re-grading, new irrigation system and sod. St Mary’s track field to undergo same process next year.
- The City has acknowledged the need for an Indoor facility in Pickering to further develop and support LTPD. We continue to work closely with the city to identify possible locations.

Corrado Roccasalva
Vice President



VP Operations/Recreational Directors Report

2011 was full of new challenges and opportunities for the Pickering Soccer Club, and as a Community Club, we welcomed them with enthusiasm as an opening for change and continued development.

- We faced a real challenge at the beginning of the season with rain, rain and more rain. Then, go figure, the grass grew! With the support and diligence of Club staff and the City of Pickering, we got the season going with very few lost games.
- Our Micro program ran a pilot test in August for the U3 to U6 boys and girls with the help of the Speed Academy. Their work in the area of *Run, Jump, Play* is unique and concentrates on helping our smallest players develop their motor skills and coordination in a fun environment and was very well received.
- For youth between the ages of 8 – 16, we continued our RTD (Recreational Technical Development) program with an eye to age specific skills development for our recreational coaches and players. The same Technical Coaches assisted in the All Star area and interested players and coaches from the recreational program participated in All Star in ever greater numbers this year.
- We introduced the new CUP format to the recreational season. Three games, interspersed through the season were used to establish 'Seedings' for the year end tournaments.
- We grew our Co-Ed league from 4 teams to 6. This league salutes the LTPD principle of "Active for Life" and offers recreational soccer to young adults from the age of 19 to 25.
- Our Recreational Women's Sunday Night league continued but we added two Recreational Men's teams to the schedule and are looking forward to more Men's teams in 2012.

We're not done yet! We will do some fine tuning in the above areas going into 2012 and we are moving forward feeling extremely positive and excited about future Club developments.

- Creative ways to recognize our volunteer recreational coaches are being explored along with an improved support network!
- The need for more fields is recognized and potential locations are being investigated with the City!
- More Run, Jump, Play in the Micro program and most likely, at MiniFest too!
- Better RTD scheduling so that coaches are pre-notified of an impending visit!
- Year End Tourney for U7 to adult – changes to the new CUP format will allow for all teams to play with an equal number of tournament games!
- Growth in the adult divisions. Actual league play for the Recreational Men's division!

As always, I must mention people and groups that the Club in general and the Recreational program in particular could not survive without:

- Our **volunteer** coaches and divisional coordinators –AND- our **volunteer** Board of Directors
- Our sponsors – corporate and individual – who all recognize soccer's contribution to the development of physical, mental, social and emotional fitness in our players.
- Our dedicated Club staff – Welcome Paul and David; we're delighted to have you with us!

Many, many people are involved in our Club and they work extremely hard to make it what it is and what it will be. Without the support and encouragement of volunteers, staff, players and coaches, the Pickering Soccer Club wouldn't be the exemplar that it is. You are all **so** appreciated and we literally could not do it without you!

Lisa Fernandez
VP Operations



Competitive Directors Report

We would like to extend our congratulations to our players, our coaching staff and our parents for another successful season! Our primary goal at the Pickering Soccer Club is to provide the best opportunities for our players to develop to their maximum potential. We are achieving that goal by providing developmental programs such as our Academy, goalkeeper, elite summer camps and Futsal programs. Our developmental focus has paid off with our many players earning spots on the very competitive District and Provincial Programs. Of particular note, 5 of our U21 players play for national teams around the world. In addition, our Showcase program has helped over a dozen of our senior players earn scholarship offers from universities and colleges. Congratulations to all for your achievements!

From this developmental focus, we have also derived team successes through the hard work of our players, coaches, managers, and countless volunteers. We salute your dedication and efforts!

You have once again produced great results that included:

- **#16 ranked performance club**
- 18 top 3 league finishes!
- U17 Girls, OYSL Champs, Ontario-Quebec Cup Champs!
- U13 Girls – promoted to OYSL
- U13 Girls CESL league champs!
- U15 girls, #3 ranked team in province!
- U18 boys, #4 ranked team in province!
- U17 girls, #1 ranked teams in the province
- **4 teams ranked in the Top 10 provincial Terra rankings!**
- **Our teams finishing quarter finalists or better in a total of > 40 tournaments!**

Once again, congratulations on your accomplishments! It has been my pleasure to act as your Competitive Director.

Franco Taverna
Girls' Competitive Director



Club Head Coach Report

Coaching programs and activities for the 2011 soccer season.

Competitive Program	
1. Coaching workshops. - Classroom and on field	
2. On field coaching evaluation	
3. Player development - Classroom and on field	
4. Coaches meetings	
5. Development and implementation of the Long Term Player Development Program	
6. Coaching Manuals	
7. End of season team and coach evaluation	
8. Advanced Coaching Workshops	
9. "Pre- B" and Provincial "B" Licence Coaching Program	
10. "Bytesize Coaching"	
11. PSC Goalkeeper Academy - Competitive	
12. PSC - Technical Team	
13. Mentorship Program for PSC Coaches	
14. Coerver Coaching Diploma Course	
15. Fitness testing	
16. Winter Fitness program	
17. Winter and Summer development clinics	
18. PSC – Student / Athlete Showcase Program SAT Preparation	
Recreational Program	
19. Coaches clinic - Koach Karl Dewazien	
20. Coaches practice manuals	
21. "Bytesize Coaching"	
22. Recreational Technical Directors	
23. Goalkeeper Development Program – Recreational	
24. Summer Development Clinics – Coaches and Players	
25. All Stars Program	
Academy Program	
26. Green and Gold Academy	
27. Winter development clinics	
28. Summer development clinics	
29. Winter training schedule for Academy teams	
30. Winter / Spring - On field team practice sessions	
31. Winter / Spring classroom sessions	
32. Academy team curriculum development On-Going	
33. Technical Staff - Training Sessions	
34. Review of Academy staff	
35. Monthly Academy staff meetings	
36. Evaluation forms for Academy players	
37. PSC Winter Development League - Futsal	
Summer Camp	
38. Team development summer camp	
39. Player development camp	
40. Mentorship program for Junior Coaches	
Club Development	
41. Semi-Pro Team	
42. Tri-City Mayor's Cup	
43. Indoor facility	
44. DRSA Meetings	
45. Club Head Coaches Monthly meeting	
46. OSA Technical Meeting	

Tony La Ferrara
Head Coach



Head Referee Report

For the 2011 outdoor season, the Pickering Soccer Club (PSC) added 25 Youth referees and 2 Adult District referees to the club's match official's roster, to meet the ever-increasing demands of the club's summer House league program. In all, we had just over 100 hundred referees on staff. I expect to add 25 more new youth/adult referees for the 2012 season.

Many of our adult District and Regional referees officiate at Rep level games across Durham region, while our first year and returning Youth referees have provided excellent officiating to the club's house league program – from Under 7 to Under 18, the Under 25 CO-ED league and the Mens' and Womens' Recreational League.

On-going mentoring and assessment of all referees at every age level was maintained throughout the summer, with advice being given on positioning, play situations and coach/spectator management to improve a referee's overall game officiating experience.

As with all team sports, our match officials had to deal with all aspects of discipline, and in all cases, handled the situations with professionalism to ensure the mini rules and laws of the game were upheld and players, coaches and spectators were treated with mutual respect.

The Mayor's Cup between Oshawa, Whitby and Pickering held prior to the season and our own House League end-of-season tournament provided the opportunity for our referees to officiate in a more competitive environment. In each age group, the match officials gained invaluable experience and provided excellent services that were commended by the organizers, teams and spectators.

The club will continue to encourage all its referees to enhance their experience in the game of soccer. Durham Region offers winter referee training courses for upgrading of referee proficiency levels. I hope to retain as many referees as possible for next year but, have many progress to referee games throughout Durham Region and returning to Pickering Soccer Club and assisting our new officials to the game of soccer.

I would like to take this opportunity to thank all our referees for their participation over the past 12 months, and I look forward to seeing them all back, whistles at the ready, for the 2012 outdoor season.

I would like to thank Phil Frampton, President and Lisa Fernandez, Operations Director, for their guidance throughout the year. Also, Don Maher, our interim office Administrator, for all his hard work in the day-to-day management of scheduling of games for the referees in the House League program and our Book Keeper, Isabel, for making sure they got paid!!

Mario Iozzi
Head Referee



Business Manager Report

Introduction:

Good evening and welcome to the Pickering Soccer Club Annual General Meeting. Considering that I am still wet behind the ears having just completed my 3 months of employment as the new Business Development Manager for the club, I will do my best to keep you informed of the progress that the club has made from last year.

Due to staff changes during the summer, the Board of Directors restructured the internal operations of the club and hired Dave Lord as the new Recreational Administrator and Volunteer Coordinator and changed Nina's Cancellara's position to Competitive Administrator. With the Club making these changes, it has allowed the staff to be more responsive and accountable to our members and also providing an improved level of customer service.

Registration:

The recreational program was made up of 3,027 players consisting of 234 teams which resulted in an 85 % capacity rate. The Clubs All-Star program registered 242 players spread over 16 teams covering 8 age groups. The Clubs competitive program had 42 teams registering 652 players that split equally between male and female. One of my goals for the coming year is to try and achieve 100% registration capacity for our recreational program and I will achieve this by introducing a more aggressive distribution network which will bring in another 500 players that would increase revenue by approximately \$ 80K.

Recreational Program and Volunteer Coordinating:

The strength and success of the Club's programs is the result of the commitment of its volunteers. Going forward the Club will continue its efforts to build and maintain its volunteer base through recruitment, recognition and retention. Among the building blocks in this process will be a focus on communicating with the membership and the community to make people aware of the volunteer opportunities and needs that exist within the Club. This will include the identification of the tasks that need to be covered at various events and activities as well as providing volunteers with a basic "job description" of the various duties to help provide a comfort level for the volunteer and a understanding of what they will be doing during the time that they are providing to the Club.

In addition, we will continue to communicate with the membership to provide our players with opportunities to earn their community hours by volunteering their time with their Club. We will be working with the local high schools to communicate the various volunteer opportunities with the Club as well as making full use of the website, emails and communicating to our teams to increase the overall awareness of the many ways club members can volunteer their time and expertise to help the Club grow and better serve our members.

Competitive Program Administrator:

The newly created position of the "Competitive Administrator" was designed to take care of everything that has to do with the Competitive soccer program at the PSC. This concept has worked extremely well, especially at the office level. All staff members, Board members and coaching staff members are aware that any business pertaining to the Competitive side is forwarded to the Competitive Administrator. Having a single designated staff member has streamlined & simplified the process significantly, (especially in communication). The assigned staff member has been able to concentrate on areas such as; OSA player book registration, team bank accounts, Academy & Futsal program registration, uniform orders, turf rentals, indoor facility bookings & rentals for teams & programs, invoicing, various league registrations, and building a committee of at least 7 volunteer screening officers for the Club. The Competitive Administrator will also be assisting the Club Head Coach, Tony La Ferrara, with the preparation of various coaching workshops & coach meetings.

Paul Jackson
Business Manager