

2015 CLUB SUMMIT

FEBRUARY 23-25th - WENTWORTH BY THE SEA HOTEL & SPA

Dear Club Leaders:

It gives me great pleasure to announce the dates for the “Club Summit” to be held at the historic Wentworth By The Sea Hotel & Spa on Monday, February 23 through Wednesday, February 25th, 2015. Located just minutes from downtown Portsmouth, New Hampshire, the Wentworth has proven to be a great host site for this event during the past two years which attracted 100 top youth soccer clubs from across the country including California, Texas, Michigan, Colorado, Georgia and all over the northeast. As you will see from the proposed agenda on the other side, this is not your typical coaching course format and instead is more geared towards the business aspects of running a successful soccer organization.

Over the last several years the soccer landscape in the USA has changed quite dramatically and this “Club Summit” has been devised to help all Clubs in attendance reach their full potential, share ideas, and learn from one another. While we all strive to have our clubs be the best they can be, there are many things we do well, need to improve on, wish we knew more about, or do not have the time/resources, etc. This event will include professionals in their field, as well as guest speakers from various clubs who will provide valuable insight and guidance on topics they have experience with first hand.

While we expect the agenda to be of interest to your Club President, Coaching Director, and management staff, please note it is open to future leaders within your organization. All registration, hotel information and nearest airport locations are listed below. If you require further information or wish to participate as a presenter, please feel free to contact me.

Regards,
Paul A. Willis
President & CEO
Seacoast United Sports Club

REGISTRATION

Registration is available online at www.seacoastunited.com/development and will remain open through Friday, February 13th, 2015. The 2015 Club Summit is \$325 per person. Registration fee includes all sessions, lunch on Monday and Tuesday, and evening socials on Monday and Tuesday night. Each attendee will also receive a soccer gift.

LODGING INFORMATION

The Wentworth by the Sea Hotel & Spa has a special rate of \$99 available to attendees of the Club Summit. To book your room, call 1-800-423-9867 and reference promo code “S30”. Promotional rate of \$99 does not include tax & gratuity. Visit this beautiful hotel’s website at www.wentworth.com.

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WWW.SEACOASTUNITED.COM

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SUMMIT AGENDA

MONDAY, FEBRUARY 23rd, 2015

- 8:30-9am Introduction: What Can You Do to Improve Your Club On & Off the Field
9-10:25am Structure of Organization: Not for Profit vs. For Profit; Club Mergers & Partnerships
10:35am-12pm Budgets & Key Performance Indicators: Helping Your Staff Understand the Business Side of Soccer
12pm-1pm Lunch @ Wentworth
1-2:25pm What Does a Successful Academy Program Look Like in an English Top Level Club: Developing an International Partnership
- 2:35-4pm Human Resources: Compliance Needs in USA; Creating Full Time/Part Time Positions
 - (Split Session) Developing Indoor & Outdoor Facilities - Short & Long Term Planning
- 5pm-6:30pm Summit Social: Drinks & hors d'oeuvres hosted by Guest Sponsor

TUESDAY, FEBRUARY 24th, 2015

- 9-10:25am Communications & Campaign Strategies
10:35am-12pm Enhancing Player Development Using Cost-Effective Video Tools
12-1pm Lunch @ Wentworth
1-2:25pm Understand the Person...Coach the Player: Personality Profiling to Maximize Performance
- 2:35-4pm How to Review and Audit Your Club
 - (Split Session) Special Events, Club Promotions, How to Raise and/or Borrow Money
- 5-6:30pm Summit Social: Drinks & hors d'oeuvres hosted by Guest Sponsor.

WEDNESDAY, FEBRUARY 25th, 2015

- 9-10:25am Attracting Sponsors and Business to Business Relationships
10:35am-12pm How to Draw, Retain, and Develop Players from 7 to 18 yrs old
12pm Departure

Lunch and Social will be provided on Monday and Tuesday. Refreshment stations will be available throughout the duration of the Summit. Attendees will need to provide their own breakfast and dinner. Event director will note any schedule changes at opening session if necessary.

New Castle, NH is approximately 10 minutes from downtown Portsmouth, NH and Interstate 95.

AIRPORTS: Manchester-Boston Regional Airport (MHT) is located 50 miles west (1 hour by car) and Boston Logan International (BOS) is located 57 miles south (1 hour 10 minutes by car) of the Wentworth by the Sea Hotel.

Full information and registration is available by visiting our website at

www.seacoastunited.com/development

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