



TOUCHLINE

WWW.JOHNSTONSOCCER.ORG

President's Corner

The snow has melted, the grass is green, fields are striped and nets are hung; it's the start of spring season and time to play soccer! As parents plan their hectic schedules, the JSC Board is busy looking towards the future and inside this issue is more information on exciting news of the club. We are always looking to improve our programs and complex and the recent survey results helps the board to make decisions that are aligned with the membership. To those who provided valuable input, the board wishes to thank you for your time and consideration.

I hope you have another great season of spring soccer and please remember the vital role our volunteer coaches and assistant coaches play in the development and enjoyment of your child in the sport of soccer. Also don't forget to thank those volunteers who help out with the fields or work in the concession stand, as these are just as important to the operation of your club.

Yours truly,
Kevin Moran
JSC President

JSC Registration Goes On-line

It seems too early to think of fall registration, but the JSC board has been actively looking into options that will make registration more convenient, efficient and improve other aspects of the Club. As a result, beginning this Fall, members with recreational players are strongly encouraged to use a new online system offered by the Iowa Soccer Association that will improve registration and give members a convenient option of paying by credit card. The board made the decision to move to online registration for a number of reasons, but primarily because the new system is a winning system for members, coaches, and the Club.

As background, the Club used an antique DOS-based database system that interfaced with the Greater Des Moines Junior Soccer League (GDMJSL) for scheduling. It

did the job, but was slow and fairly inflexible for our needs. So this past year the Board began exploring other options that would create opportunities for the Club. At the same time, the Board made the decision to work directly through the Iowa Soccer Association (ISA) for scheduling. ISA was in the process of converting to a web-based system called League One. This system is already utilized by other state clubs and several Iowa Clubs. The Board sees a number of benefits.

League One will allow our members to:

- Register their children easily online and at their convenience
- Input information directly to improve accuracy.
- View their player's registration status or team assignment online.
- Receive an automatic email reminder when required documents or payments are missing.
- Pay by check or credit card.
- Choose volunteer preferences.
- Benefit from paperless processing allowing requests to be processed in the same day rather than in days or weeks.

Upcoming Events

May 26/27	No Games - Memorial Day Weekend
June 2	Fall Walk-In Registration ~ 9:00 AM - Noon
June 2/3	Last Weekend of Games
June 4	FALL REGISTRATION DEADLINE
June 10	JSC Board Meeting Crown Point ~ 7:00 PM
July 8	JSC Board Meeting Crown Point ~ 7:00 PM
August 12	JSC Board Meeting Crown Point ~ 7:00 PM
August 25	First Weekend of Games ~ U5 - U8 Players
Sept. 1/2	No Games - Labor Day Weekend
Sept. 8/9	First Weekend of Games ~ U9 - U19 Players

Our recreational coaches will benefit from:

- Online volunteer disclosure statements for additional security.
- Electronic coach notification of rosters, allowing improved communication with our valuable volunteer coaches.

As an organization, the JSC will benefit from:

- The ability to have multiple administrators process registrations simultaneously, so the club is not reliant on one individual.
- The ability to create contact lists for any group of players and/or volunteers so information can be tailored for specific groups or needs.
- Creation of family records which prevents duplicate communications and reduces mailing costs.
- Real-time access to the state registration database allows the state registrar and club registrars to work out issues quickly.
- Online reconciliation so that balances are current and accurate.

As excited as the board is about the on-line system, members must be aware that there are costs. We will not be raising the registration fees in the fall. However, there will be a \$5.50 fee per player to cover transaction costs and processing fees charged by the online registration provider.

Registration forms will no longer be distributed through the schools, but instead a reminder will go home through backpack mail. Walk-in registration will become an opportunity where information will be distributed regarding how to register on-line. For those members who desire the paper registration option, forms will be available at the Johnston Public Library or on our web site:

www.johnstonsoccer.org.

The Board will be reviewing this service after the fall season and will make modifications as needed. We will be soliciting your comments. The registration link will be available at the Club web site, www.johnstonsoccer.org, beginning May 1. **Registration deadline is June 4.**



The advertisement features the Johnston Soccer Club logo, which includes a soccer ball with yellow and black stripes above the text "JOHNSTON SOCCER CLUB" in purple and yellow. Below the logo, the word "Apparel" is written in a large, black, serif font. Underneath, a paragraph of text describes the available merchandise and provides contact information for ordering.

Sweatshirts, t-shirts, hats, window clings ... we have it all! To place your order, download an order form at www.johnstonsoccer.org. Orders may be mailed to JSC, PO Box 118, Johnston, IA 50131.

Membership Survey Provides Direction Check out www.johnstonsoccer.org for your copy of the results

The results are in from the February membership survey and the board has heard you loud and clear. Parking and restrooms are a top concern and they are being addressed.

Over 40% of the club's membership with an email address responded to the multi-question survey. Of those who responded, 72% were families with players in the recreational program and 42% had children in the competitive program. Over 25% of respondents were recreational coaches and 35% had been active with the club for more than four years. All input was valuable and appreciated.

Balancing dollars for current needs and future needs.

The board has been actively debating how dollars should be spent. Original plans to improve facilities, including paving parking lots, came to a halt when MidAmerican Energy decided against donating land on the south side of the complex. The board now has to consider possible future land purchases. Currently the club owns the north side of the complex, while MidAmerican Energy owns the south side of the complex. Unlike Little League and Girls Softball, which uses land provided by the city at Creekside Park, or the Johnston Youth Football which utilizes Johnston school district facilities, our soccer club relies on our own resources. We have been fortunate to lease field space from MidAmerican Energy. As of now, the board continues to negotiate with MidAmerican to extend our lease past 2012. In addition, talks have occurred with the city regarding soccer's inclusion in possible city-funded recreational facilities, which is being considered now.

The question the board faces is how many dollars should be put into improvements when a land purchase may be needed in the future.

Parking lot improvements. At the March board meeting, costs were weighed with membership input and the club decided to proceed with leveling and graveling the north side of the complex, where the majority of our membership play. This area primarily serves the recreational program and the club owns it. The cost of this work equaled \$55,000 versus \$180,000 for paving. The board is also looking into more cost effective improvements to the parking lot on the south side of the complex, where the majority of the competitive program plays. However, the club does not own this land and until the long term leasing situation is resolved

any improvements made to the south side will be done with fiscal caution.

Expect clean restrooms this season. The restroom situation has been a problem. The vendor has been changed and we are adding, relocating and improving facilities to provide more privacy. The board heard your request for permanent restrooms, but cost is an obstacle. It may be possible to run a sewer system into the complex, but this would come with a high price tag. Environmentally sound options in the form of Club purchased, alternative restroom facilities can cost well over \$100,000. At this time the Club will focus on keeping restrooms clean and well maintained until we have a better feel for future land needs.

Volunteers and fees. There were many comments regarding volunteering and volunteer fees. First, it is important for all members to realize the Club is completely dependent on its membership. Concession proceeds contribute to the overall Club and if paid employees replaced Club volunteers, this would come at a cost to the total Club. Other volunteer opportunities contribute to the quality of the fields and ultimately to the experience of our youth.

As for volunteer fees, the board has looked into other area soccer clubs and discovered that West Des Moines and Ankeny charge a volunteer fee. Urbandale requires three hours of volunteer time. Other sport groups, like Little League, also require volunteer time. Even if you find volunteer time and fees frustrating, please consider the importance of your participation to the Club and that assigning jobs is a common practice among all sports.

More communication. Many volunteers, coaches, and families indicated they felt the Board and Club needed to communicate better and more effectively. As a board we do appreciate the tremendous support our volunteers and coaches generously offer each and every season. The board may have done a poor job of reflecting that appreciation, but we are committed to improving. This club thrives on your support and thanks you!

Our plan is to improve communication by better sharing information via our newly designed web site and through email. We modified the coaches' clinic this season and verbal response was positive. We will continue to review and improve programs that involve both players and families, but this can only be done if you also communicate with the Club. Other, shorter, electronic surveys will be used.

We will be putting together a "frequently asked question" sheet to address other issues that surfaced during the survey, including a summary of club finances. Please feel free to share your thoughts regarding the survey by

contacting us at info@johnstonsoccer.org. For a complete summary of results regarding the February survey, go to the web site at www.johnstonsoccer.org.

As always, thank you.

Support our Sponsors



Want your logo here? The Johnston Soccer Club has various sponsorship opportunities available for area businesses. If you would like to help support the Club, please contact Ryan Halterman at (515) 253-9059 or fields@johnstonsoccer.org.

Volunteers

Volunteers – they do practically everything for our club – they are our club!!!

For the Spring '07 season – if you are not the head coach, assistant coach, on the JSC Board, or have not paid the volunteer fee with the Spring '07 registration - **YOU have been assigned a two hour shift (for each player that participates in the JSC)**. This communication was sent via email (if an email was indicated on the registration form) or via the U.S. Postal Service. This information was also included in the coaches' packets, for the coaches to distribute to the parents of their players. If you have yet to receive your volunteer assignment – please contact the Director of Volunteers (Catherine Remakel) at volunteers@johnstonsoccer.org or 986-5553 **ASAP!** If you do not work your 2 hour shift – you will owe a \$30.00 penalty. Please fulfill your commitment!!

This season we will use over 400 volunteers to assist with field clean-up, concessions, and registration, not to mention assist with referee assignments, coach or assist coach our children, or be an active participant on the JSC Board.

If you have questions in regards to your volunteer assignment – please contact Catherine Remakel, the Director of Volunteers at volunteers@johnstonsoccer.org.

Matty's Corner



JUSC

Following months of discussion and meetings, the Johnston Soccer Club Board ratified the merger of the competitive programs of the Johnston and Urbandale Soccer Clubs in

January. As a result starting this Fall the JUSC (Johnston Urbandale Soccer Club) will begin its first year of competitive soccer.

The merger was initiated to give greater opportunities to the young players in both clubs particularly in the older age groups where players can often be lost due to conflicts with other sports and activities. The Johnston competitive program has made great strides in the last 2-3 years and initiatives such as Rec Plus and Pegasus have contributed to the Club having a player base at U11 - U13 that is comparable with any existing program in the state.

That being said we are always looking to increase the opportunities for the players in our program. Having been the Director of Coaching in Johnston for almost 10 years and experienced first hand the development of the game in this community, I am convinced that the Club as a whole and the competitive players playing both now and in the future, will benefit significantly from this venture.

I would also like to emphasize that the formation of the JUSC will not change the commitment of our coaching staff to the recreational program. The Rec Plus program, the Senior and Junior Academy, and the Pegasus program will all continue to evolve and develop under the guidance of the JSC's professional staff. We are also discussing a number of new initiatives for our recreational program that will be announced over the next year.

The tryout dates for JUSC are included in the newsletter. We will continue to update and inform our current competitive players and families as we move closer to the tryouts for JUSC. In the meantime you have any questions or concerns, please do not hesitate to contact me at 515-457-8874 or email at mattieleads@aol.com. I would also strongly encourage you to use the QandA section on www.johnstonsoccer.org.

VOLUNTEERS ... MAKE THE CLUB A SUCCESS!

Why Do We Play Soccer on Sunday?

Laura Beebe, Registrar U11-U19

This is a common question we hear from U11-U19 parents of kids who play games in our league on Sunday. We know that this is family time or the day you had hoped to spend at home relaxing. However, Johnston Soccer Club is a member of the Greater Des Moines Junior Soccer League (GDMJSL), the source of schedules for the teams we play against. With 38 clubs to schedule, GDMJSL has to work with a number of constraints such as club resources. For example, field sizes at this level are fairly large (50 x 100 yards) and could take up the space of a number of smaller fields. It is easier on clubs to break up the field usage to accommodate the field sizes. Also, parking lots can only handle so many spectators and parents which members of the Johnston Soccer Club are fully aware. Please note games generally begin at 1:00 p.m. on Sunday and are usually done by 6 p.m. in the evening. Hopefully, your family can find ways to work around the situation while your son/daughter plays in the league and still leave you with a little bit of family time.

Congratulations!

There were two JSC teams in the U11-U19 GDMJSL that either tied or won their division last fall. Coach Kevin Burns and the Johnston Ambush tied for first place in the U12-04 division. Coach Greg Boeschen and the Johnston Raptors took first place in the U12-06 division. Since they won their division, both teams will move up to a higher division for tougher competition within the league. Congratulations to the coaches, kids and parents on a successful soccer season.



Remember for the cleanliness of our fields and safety of the kids playing soccer, please leave your pets at home.