

2010 Annual Report

Bethlehem Soccer Club

March 10, 2011



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Board Members

Name	Title/Committee	Term
Balzan, Chris		2012
Bell, Greg	Vice-Pres., Travel Coord.	2012
Biszick, John		2010
Daley, Shawn	Secretary, Fundraising, Scholarship, Finance	2010
Fisk, Peter	Registrar	2011
Hynes, Chris		2012
Kaprielian, Michael		2012
Masters, Ann Marie	Premier, Tournament	2010
Naviasky, Larry		2012
Potter, Peter	Marketing/Fundraising	2010
Rosenberg, Joel	Recreation Coordinator, Travel, Finance	2012
Russell, Rob	Website, Recreation, Finance	2010
Scheuermann, Art	Premier Coord., Travel, Facilities Development, Nominating	2010
Sweeney, Mark	President, Facilities Development, Travel, Website, Finance	2010

INTRODUCTION AND OVERVIEW

Last year, the Bethlehem Soccer Club celebrated its 30th anniversary and the 15th anniversary of the opening of the Bethlehem Soccerplex, one of the best venues for youth soccer in the Capital Region. The Club strives to ensure that every child who wants to play soccer can do so, provide appropriate competitive programs to stimulate interest and promote development and provide the best possible training and coaching. We've followed those principles for the last 30 years and they have served us well.

However, the Club has reached an important crossroads in its history that, depending upon the choices made by our leaders and volunteers, will shape the course of the Club's future for perhaps the next thirty years. We are getting ready to embark on a major indoor development program that will provide a first class training facility right here in Bethlehem. We are nurturing the transition of our competitive soccer programs into an academy format that focuses on player development and skills while providing abundant competitive opportunities not previously available in the past. Our Tournament has had such explosive growth that our facilities have become the limiting factor in its size and potential. The feature common to all the ventures? Our people. The success and failure of all these efforts depends on our people –volunteers, parents and coaches – to see these changes through to completion and to bring our endeavors to serve the future generations of Bethlehem youth to reality. Fortunately, I am enthused and amazed by the level of commitment, interest and dedication of our members.

Our recreation program again provided a fun and exciting opportunity to learn soccer and develop a love for the sport and healthy life habits for over 1700 kids. The popularity of Rec Soccer has caused the competitive soccer programs to grow in numbers and quality as well. In all, approximately 2000 kids participated in the Club's programs. The success of this program is remarkable remembering it began with 12 kids and a few parent volunteers. It is safe to say no other youth program has touched as many children and families as Bethlehem Soccer.

The Junior Academy program continues to grow and evolve. We have more teams than ever playing and see improved skills across the board. This program introduces the players to professional coaching for technical skills and relies on over forty parent volunteers to keep all the parts moving.

The merging of the travel program and Premier program for children ages 13 and up represents the most significant change in our competitive programs in over ten years. This evolution to a training academy is focused on maximizing player development of technical skills while providing ample opportunities for competitive play

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in CDYSL, other leagues, tournaments and even “friendlies” during training. We expect this program to develop over the next few years and provide opportunities for all players to who want to play to have a place to play at an appropriate competitive level.

To accommodate these changes, we have striven to transform the Club’s structure and operations. As programs and events have grown, it is no longer reasonable to have a single individual responsible for its administration. We have successfully implemented a committee system which involves various board members and parent volunteers in the management of each program. This not only effectively shares the burden of the work load but ensures the institutional knowledge necessary for the programs to continue seamlessly. We have also recognized and have absorbed the cost of having professional management as well as professional coaching as key components to our programs’ success.

Due to the passionate commitment of a handful of volunteers the annual BSC Invitational Tournament has not only become a staple in the CDYSL tournament rotation but its popularity and success continue to astound. Over 100 teams participated from as far as Syracuse, Plattsburgh and Burlington, Vermont over three days. Apart from the fact that the Tournament has become the largest non-registration revenue source for the Club by far, the fruit of our efforts is seen on those days with hundreds of kids and families enjoying great soccer at a great facility. Their enthusiasm and spirit embody the very reasons we do what we do – to make soccer a fun and exciting choice for the kids.

To support these programs without increasing the costs to our families, we have undertaken fund-raising efforts through field sponsorships, grown our relationship with MVP Healthcare and secured tournament sponsorships with companies such as StannoUSA, driven up revenues from our concession sales and spirit wear. These efforts have allowed us to subsidize portions of all programs.

It is with sadness I note that our Club mourns the loss of one of its original leaders, Bill Silverman. Bill, together with a few other soccer players and parents, started the club over thirty years ago. His leadership, dedication and foresight set the Club on the path to success and to tackle the immense task of identifying, securing and developing the Club’s Soccerplex.

We are building upon the legacy that Bill Silverman and the hundreds of other volunteers started thirty years ago and have continued to this day. This requires the Club, our programs and facilities to evolve to grow upon the success these efforts have wrought. While we want to make this the best possible organization that we possibly can, these efforts mean nothing if the children aren’t having fun playing soccer.

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Thank you to all who have supported the Club, volunteered some time or just enjoyed some games from the sidelines. We cannot succeed without your efforts. It's all about the kids!

Yours in soccer,

Mark Sweeney

President, Bethlehem Soccer Club

Recreation Report

By Joel Rosenberg

Bethlehem Soccer Club's recreation program continues to be the largest youth sport within the town of Bethlehem. During 2010 over 1,200 individual children between the ages of four and fourteen made up the 1,700 players that took part in the spring and fall recreation seasons. This continues a modest decline in enrollment. Several factors go into this decline. The largest is the decrease in new construction homes, which in turn usually accounts for new families with young children. Other explanations are the success of the academy programs which has kept many players who used to participate in recreation away with increased training in the academy, in addition baseball and lacrosse programs lowered their enrollment ages each by one year for their spring 2010 seasons. As for the play on the fields, we continued to try to adhere to recommended play formats as suggested by the United States Soccer Foundation, though some balance needs to be offset based on enrollment of players and the volunteering of parent coaches.

Separate coaching clinics were held in the fall for new and experienced coaches. This clinic was well attended by returning coaches, including several former players as well as some who have past travel coaching experience. In all approximately 40-50 coaches were trained by Jeff Guinn. The trainings are not mandatory to the coaches. We will continue to strongly encourage attendance in the future.

The aspect of coaches training is an important cornerstone of player development in the recreation program. As we depend on volunteer coaches, the club is committed to educating them on what are considered 'best practices' to encourage fun, by far the

most important part of recreation soccer, but also to help develop age-appropriate skills. Like with the academy used in the travel program, we attempt to close the training gap that varies from team-to-team.

Besides developing players, the club is proud of its achievement of training future referees. This past fall saw over 30 former and current players take the introductory referee course and moved on to work the 3 vs. 3 matches on Saturday mornings.

Travel Soccer/Junior Academy Report

By Chris Balzan

The Bethlehem Soccer Club Travel Program has and continues to improve the development of its participants. The goal of the program is to provide a fun yet challenging opportunity for players seeking more skilled soccer and more playing opportunities than is offered at the recreational level, accessible to players U8-U12. The Club has worked to develop a technical curriculum that will enable players to develop age appropriate skills, allow each player to be assessed and play on a team and in a division most appropriate for their skill and commitment. It is a goal of the Junior Academy portion of the Travel Soccer program to provide the opportunity and the encouragement essential to develop the skill level of the players and prepare them for entry into the Bethlehem Youth Academy (U13-U19).

Academy Training

Beginning in 2009, the U8-U12 players have trained together in an academy style at the direction of an age group trainer and assisted by volunteer parent coaches throughout the fall, winter and spring. The club's Technical Director, Jeff Guinn, selects and oversees the team trainers which are all highly qualified, certified soccer coaches. The Technical Director and trainers design practices around the developmental ability of each given age group and have worked with volunteer parent coaches to develop game or tactical skills as well as develop team practices addressing areas of need. These trainers were also in charge of dividing up the teams based on skill and commitment. Encouraged by the success of the Junior Academy, the U13 and older age groups have also instituted an academy style format. For the teams U14 and older the demand for roster spots was very encouraging with all teams full to capacity. Unlike the younger

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players, the U14's and older had the option of paying for an experienced coach or using a qualified parent. Two teams have chosen to pay a coach with the allocated portion of the registration fee while the U14 girls team chose to apply that fee towards enhanced team training. This year at the U13 and older ages, there has been a change to a Youth Academy, with all players having the opportunity for paid training and coaching at the U13 and older ages. For more information please refer to the Youth Academy Report.

Highlights and News for Spring 2010 season

During the 2009-10 season the Bethlehem Soccer Club had more players and teams participating in travel soccer than ever before. A total of 161 players registered for travel soccer with 43 volunteer parent coaches. A total 20 parent coaches attended the January 27th travel coaches meeting. For 2010 the vast majority of the teams were full to capacity. The following is the breakdown of the 17 travel teams for 2010? at each age/gender group:

U8 Coed – 2 teams	U10 Girls – 2 teams
U10 Coed – 4 teams	U12 Girls – 3 teams
U12 Boys – 3 teams	U14 Girls – 1 team
U14 Boys – 1 team	U19 Boys – 1 team

A U23 team was also formed later in the spring which played in several tournaments. This team won a tournament and had its photo in the Spotlight. Congratulations!

Highlights and News for Fall 2010 Season and 2011

- Following the creation of the Youth Academy for players U13 and older, the Travel Program will be referred to as the Junior Academy and will focus on the development of players ages U12 and under. This is a name change only and will not change the program nor its cost. .
- There were five U12 teams (2 girl and 3 coed) that competed in the CDYSL Fall Travel League.
- The fall academies started on the weekend of September 12 and just finished November 21st. Indoor academies started December 3rd and continue until mid-March when the outdoor fields become available again.

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- The kids (U12 and younger) were treated to several academy practices held at the Union College turf field and run by Jeff Guinn and his college players. The kids were also encouraged to stay and watch Union play – a great way to build a fan base! Some even were given the opportunity to be ball boys and girls during the games. Thanks to Jeff Guinn and his team!
- The 2nd annual Knock Out Tournament was held on November 6th for Club players. Over 150 kids participated. We added the U14's to the tournament this year, and also invited BSC recreation program players to compete. This Tournament was a fun fast paced 4v4 format with teams set by the age group trainers. It was another very successful event that we plan to offer again. We also received sponsorship from MVP Healthcare and Stanno to help keep the costs to each family as low as possible.
- As of December 2, 2010 there are 145 players registered for Junior Academy.
- The Committee will look to update its policies to make the program as understandable as possible for parents, improve sportsmanship and develop a budget to help control costs.
- We plan on having each age group trainer provide written assessments of each player to identify his or her strengths and areas requiring improvement in 2010.

Travel Committee:

Greg Bell (Chair), Art Scheuermann, Joel Rosenberg, Mark Sweeney, Chris Hynes, Chris Balzan, Mike Kaprelian, Jodi Kerper, Tom Bessette, Moises Samaniego

Premier Program

By Art Scheuermann

In its ninth year of programming the premier program instituted significant changes which enhanced player development and improved communication among coaches, parents and players. Players received individual evaluations at the beginning and the end of the season in addition to the coaches provided feedback throughout the season. Also, the premier committee electronically sent a newsletter to all parents twice during the season to update them on program matters.

By the end of our outdoor season in July 2010, (and with the return of college players to form our U-23 team) the program had almost 200 players registered to play on 10 different teams. Excluding the college players, the club had 170 registered players on girls and boys teams in the U-13 to U-18 age groups. About 1/3 of the players were not residents of Bethlehem. The club had several teams which were nationally ranked during the year, including our U-23 team which won a national championship.

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The Club continued to enjoy the success of its premier program, with its emphasis on providing an excellent foundation for committed players to develop their ability to be competitive at the scholastic and collegiate levels. For example, several of the teams at the U-16 level and above participated in college show case tournaments across the northeast to enable players to get exposure to numerous college coaches. In addition, the premier program held a college preparatory session for players and parents. The panel discussion provided the college bound player and his/her parents with the critical information needed to be successful as a college student/athlete. The panel was chaired by Jeff Guinn, the club's Technical Director and the Union College Mens' Soccer Coach, and including coach Tim Albanese, a high school guidance counselor at Niskayuna, Coach Jeremy Bogan, Assistant Dean of Admissions at St. Rose College, Coach Bill Kelly, Women's' Coach at Bard College and Coach R.J. Bevers, Assistant Mens Coach at SUNY Albany. Those in attendance were fully debriefed on the requirements for admissions into college as a student athlete.

During our quarterly premier coaches meetings the coaches and the premier committee began to critically evaluate the program's successes and saw an opportunity to improve the program in alignment with the Club's decision to go to an academy based training program. For the past five years, the club had provided academy style training for players at the U-8 level to the U-12 level. In fact, last year the Club replaced the travel model at those ages and replaced it with a junior academy emphasizing individual player development. Seeing the paradigm shift to an academy based program, the premier conducted several academy travel training sessions in the spring for its premier teams with great success. The academy training sessions provided the players an excellent opportunity for individual skills development under the supervision of multiple coaches. After further assessment in late Spring, the Club's Board of Directors adopted academy style training for all of its non-recreational programs, thereby replacing the remaining travel component (at U-14 and above) and the premier program.

Respectfully submitted,

Premier Committee

Anne Marie Masters
Bill Yates
John Biszack
Shawn Daley
Art Scheuermann

Youth Academy Report

By Andrew Clinton

- Transition to Youth Academy format was announced in June 2010
- Many meetings with parents and groups to explain format
- Academy registration through Dec 2010 – 180+ players, >25% from outside town
- Professional coaches – minimum National ‘D’ license - at all age-groups, supported by parent volunteers and local college players

- Academy format practices commenced Nov 2010 and continued throughout winter
- Initial player evaluations completed Jan 2011
- Eleven rosters formed across all age-groups for 2011 outdoor season
- Revision to CDYSL ‘move-up’ rule proposed and adopted by League Jan 2011 – aids delivery of Academy program goals
- Academy implementation viewed as a long-term project – 3yrs to fully convert - Off to a good start:
 - Youth Academy Committee meets monthly, members are active in supporting all aspect of program
 - Age-group managers building strong communications between teams, coaches and Academy administration
 - Parents actively supporting program providing strong feedback and attendance at events
 - More to come!

Soccerplex Report

By Brian Whitman

This has been a busy year for the Soccerplex. Here is a short list of activities and improvements for 2010:

- 1) Used new concessions for tournament with great success. Added commercial coffee brewer and urns for better service during cold weather events.
- 2) Expanded width of field #5. Playing surface grass is planted and will be playable in Spring 2011. All 4 fields can be striped at 75 yds x 110 yds.
- 3) Purchased 4 additional sets of 7x21 goals. Club plans to complete goals replacement project with final purchase in Spring 2011.
- 4) Added drainage to south east corner of parking lot to prevent puddling and gravel washout after rainstorms.
- 5) Hosted our 2nd season of U10-U12 Fall Travel games for CDYSL. Received many compliments on condition of playing fields, availability of concessions and friendly volunteers from visiting clubs.
- 6) Five years of extension capital investment is paying off. All fields remained playable for the entire spring and fall seasons. At the close of this season, all fields are in great shape and will be ready for early spring 2011 use.
- 7) For the third year in a row, we held our annual tournament "The 25th Annual Bethlehem Tournament" at the Plex. We hosted 100 teams. This was the most profitable tournament Bethlehem has ever run! As an added benefit, we collected parking donations for Coach Banda's under privileged kids in Africa.
- 8) All of these things happened because of the foresight of the Board of Directors and the countless hours volunteered by parents. A great majority of the volunteer jobs are performed at the Soccerplex; in the concession stand, on the fields or during the tournament. Volunteer hours at the Soccerplex exceed 3000 hours annually! None of these things would be possible or profitable if not for the dedication of our parent volunteers. Thank you!!

Concessions Report

By Larry Naviasky

In 2010, due to the efforts of committed volunteers and parents, the concession stand was open during Recreation games, for many of the travel weekend games, and special events such as the 4 v 4 tournament serving hot and cold beverages (coffee on those cold and windy days was a favorite) and food including hot dogs, chicken nuggets, donuts and pizza. We are careful to operate in a clean and safe manner and have an Albany Health Department permit to operate the stand. We are able to be successful even without running water! The Committee is advised that the stand earns about \$10,000 per year in profits from sales. A major portion of this is earned during our

annual tournament in May. For the 2010 tournament, in addition to our normal offerings, the grill was humming with hot dogs and hamburgers as was the crock pot with Jim's pulled pork sandwiches. Prior to having our own stand, we relied on vendors for tournament concessions. Profits were only 10-15% of what we earn today.

The concessions stand is run primarily through volunteer efforts of parents. We want to thank all the volunteers who showed up when scheduled. While not scientific, it is the Committee's estimate that 95% of the volunteers showed up when scheduled. Without this great support, the concession stand would not exist. Thank you!!

Scholarship Committee Report

By Shawn Daley

The scholarship committee is pleased to announce the formation of two financial need based scholarships.

- 1.) The MVP Health Plan Recreation Soccer Scholarship. MVP Health Care has agreed to financially sponsor 10 Rec. Soccer Scholarships based on financial need.
- 2.) The Kim Schoening Memorial Scholarship was formed to support the Academy program's players. These are partial scholarships limited to \$400 per player. This fund is financed with donations to the club by members and 10% of the clubs annual tournament net income.

For the purpose of confidentiality, applications for scholarships will be held confidentially by the committee of three and not viewable by the General Board.

In addition, for the past several years, the scholarship committee has made two scholarships available to high school seniors going to college. The scholarship committee awards these scholarships based on an essay that the applicants write and their overall contribution to the Bethlehem Soccer Club.

Technical Report: Bethlehem Soccer Academy

By Jeff Guinn: Technical Director

This year has been a year of change and growth for our club/ academy. While there was a lot of initial resentment by some, and questions by many and excitement by some, the Academy has continued to grow and in my opinion improve.

Our younger players ages 4-8 have enjoyed the winter academy which has been run at Afrim's bubble in Latham on Friday evenings. I have been joined by U10 age group coaches Winnie Corrigan and Scott Szeli along with some occasional volunteers in training this high energy group. The average attendance is 35-40 children for the 1 hour session. We have concentrated on basic skill development and small sided games. These players have already enjoyed growth as young players and will only get better through programs like this.

Our second set of age groups is the U10 and U12 academy: Winnie Corrigan has done a great job with the U10 girls and received great reviews. Scott Szeli has done another quality job with the co-ed U10s and has had great assistance from many parent volunteer coaches. Greg Mahar and Matt Glannon have done well with the U12 girls and boys academies respectively. I have worked with both groups because of the large numbers involved, more with the boys because of their numbers. The main focus of all these groups has been technical development and small sided games to develop individual ball mastery.

The U14 girls age group has a group of 28 girls. I have run this age group with occasional help if I have a conflict with another team or academy. This group is fairly skilled and has a good attendance record. We have focused on continued development of skill sets and tactical awareness of passing angles and body orientation to the ball and teammates. This group will be split into two groups for the CDYSL season and will play in levels 2 and 3. Greg Bell and Chris Moore have stepped forward to help with coaching the A and B teams respectively.

The U14 Boys group is an exciting group for the club. There will be three teams in this group headed by Phil Ridgway, Mike Young and John Giordano. I have also worked extensively with this group as well. This group has a wide variety of abilities but an underlying love for the game and good natured competition and their attendance shows it. Skills refinement, physical development of speed, and agility and tactical awareness has been focal points.

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The U15/16/17 girls age group has had a few challenges. With the loss of RJ Bevers to a move to Holland, Bill Kelly's loss to more job responsibilities at Bard College and Nancy Kearny's mid year departure, it has not been smooth sailing. Jeremy Bogan has come over from the Boys side and has been given strong reviews. He has also utilized a couple College of St. Rose players as volunteer assistants and they have been well received and they are excellent demonstrators. Andrew Clinton has also taken over coaching in the age group and has done a very good job. Volunteer John Giordano has also been present almost every session to help coach and has a very good knowledge of the players in this age group. This group will play as two teams in CDYSL U16 and will also sprinkle in a handful of 17/18 players in friendly matches.

The U15/16 Boys age group is the largest in the club. There are 55 players who will eventually be split into three CDYSL teams playing in the first second and fourth levels. There is a bunch of talent in the group which is heavy on the U15 side. The group has trained in an academy format with Willie Sanchez, Scott Szeli and myself running the sessions. There is a wide variety of talent within the group. We adjust the exercises to the level of the players. Continued skill mastery with more emphasis on tactical decisions as well as evaluation of play for assignment to levels A, B C have been the points of emphasis.

U17/18 boys: Initially this age group had a large number of players leave for other clubs which made things difficult. There was an adjustment away from individual practices to joining the U15/16 boys in the academy on Sundays. This has worked well in challenging some of the top end U16 players and providing proper numbers for training session. . I have coached this group in two friendly games which have been very productive and enjoyable. They are scheduled for the CDYSL U18 league. Recently we had a top player return from Alleycats for a scrimmage; his participation in the program might lead some others to return.

Overall it has been a great year thus far. I have worked with more players than any other year and I think the players have practiced more than any other year. This will payoff in producing more skillful players in the end.

Fundraising Committee Report

By Shawn Daley

- 1.) Bethlehem Soccer Club Field Sponsorship program: The sponsorship includes field signage and listing on our web site. The soccer field sponsorship goes directly to the soccer club field maintenance, which includes mowing, lining and parking lot maintenance. Without sponsorship it would be very difficult to maintain our current fees for our programs.

	<u>Annual Fee</u>
Flagship Sponsors	\$1,000 New
4x8 Sign located at the Concession Stand	\$1,000 Renewal
4x8 Field Sign	\$350 New \$275 Renewal
2x4 Pavilion Sign	\$250 New \$175 Renewal

- 2.) MVP Health Plan corporate sponsorship: As part of MVP Health Plan's wellness program they have donated \$3 for every Recreation player and coach, \$1,000 Flagship sponsor sign and 10 recreation soccer scholarships. They also sponsored the Junior Academy 4 V 4 fall tournament.

Facility Development Report

By Mark Sweeney

The Facility Development Committee consists of both Board Members and parent volunteers and is tasked with evaluating options for the expansion or re-development of the existing club owned Soccerplex located on Wemple Road in Glenmont, NY. The committee co-chairs are Mark Sweeney and Brian Whitman.

Following the announcement of the Club's plans to build a first class indoor sports facility, the committee has been diligently working on finalizing the site plan, undertaking a capital campaign, investigating financing options and parameters, developing a

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business plan to operate the facility and reaching out to our neighbors and the community to gauge interest in the facility. The excitement for the project continues to build and we look to make similar significant strides in 2011.

Highlights of this year's activities include:

- Presentation of the project of the Town of Bethlehem Development Planning Committee in February and December 2010;
- Development of a final concept site plan which places the building in the southeast corner (near the Thruway and Wemple Road Intersection), allows for four outdoor fields, improved parking drainage and services. The indoor field will be a full size artificial field that can be divided into two to four smaller fields as needed;
- Working out concerns with the underground fiber optic line that had been a serious site constraint;
- Interviewing several candidates as fundraising consultants and hiring Margaret Malicki of the Malicki Group to assist in the development of a feasibility study and capital campaign;
- Discussed the project with banks to assess Club's ability to finance a portion of the project costs;
- Developing business models that will ensure the project can sustain the costs associated with its operation and debt service without raising the cost of our current programs to families; and
- Most importantly, we have attracted several new volunteers to the committee creating a motivated, diverse talent pool to see the project become a reality. Thanks to all who have devoted significant time and energy to this project! Countless hours have been donated by these volunteers over the past year. This project cannot happen without their support.

News for 2011:

- The Committee will present a formal proposal including site layout and design, capital campaign goals and report on the feasibility of meeting these goals, financing options, a general business plan and concept programming to the Board in early 2011 for approval.
- If approved, we will immediately seek any permits and approvals required, undertake the capital campaign and make formal financing inquiries and/or applications.

Committee Members: Mark Sweeney, Brian Whitman, Chris Balzan, Shawn Daley, Paul Murray, Paul Stento, Ray Rudolph, Chris Hewison, Barry Clyde, Kyle Kotary, Gary Henning, Tom Lynch, John Harris, Peter Fisk, Chris Hagen, and Jeff Guinn

Finance Report

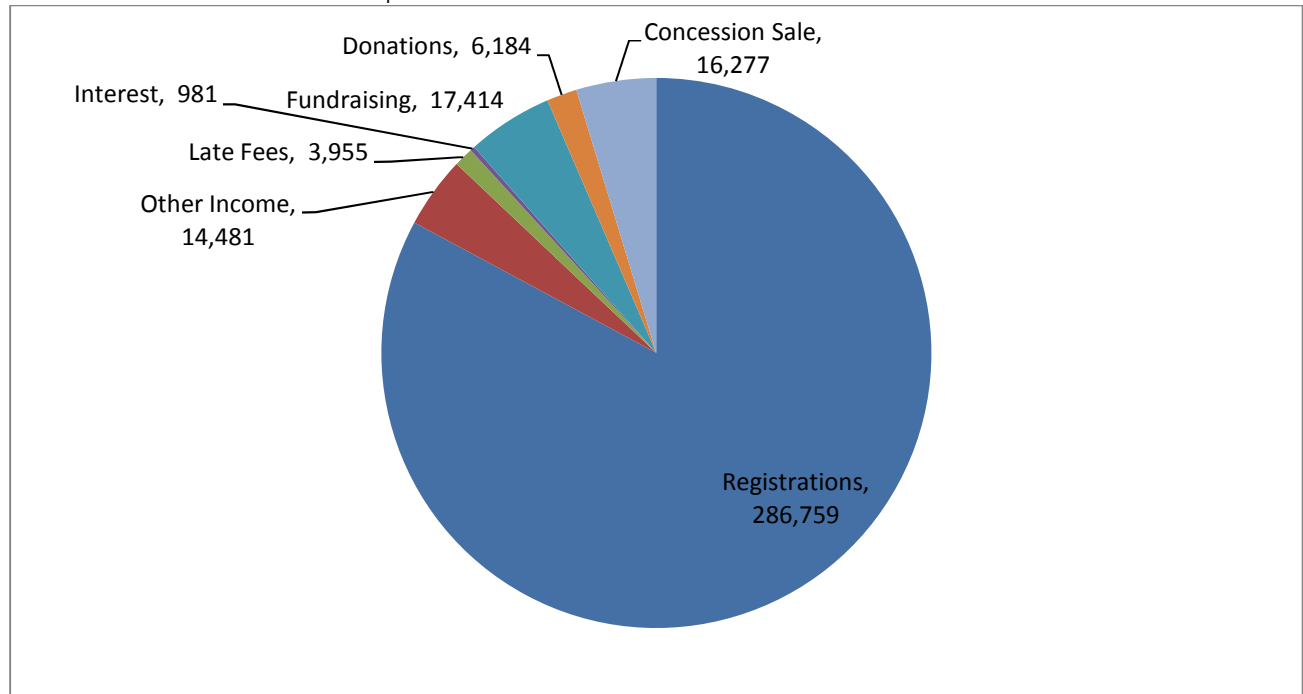
By Joel Rosenberg

Bethlehem Soccer Club derives the overwhelming majority of its revenue from fees charged to the members of the club through registration. Revenue for 2010 has been higher this past year due to an accelerated pay schedule (and use of installment payments) for the Youth Academy (Formerly Premier and Travel Programs for players over the age of 12). Due to the coordinated effort to begin training immediately following the scholastic soccer season has seen earlier enrollment as well as payments to the program. In the past players would enter the program during the winter months with payments following. The recreation program saw a decrease in revenue consistent with the estimated decrease in overall player registration between 2009 and 2010.

Revenue enhancement beyond registration fees continues to develop. Fundraising and donations increased over the previous years due to non-registration/concession sales at the Bethlehem Invitational Tournament and the addition of club sponsor Stanno USA, the uniform supplier to the non-recreation soccer programs. Other fundraising efforts have mainly included the selling of billboards placed along the fences of the Soccerplex, the club's sponsorship program with MVP Health where MVP donated over \$8,000 to the club to promote healthy lifestyle choices. Interest income is at low levels compared with recent years due to the historically low interest rates paid on cash investments. Currently all club bank accounts are earning less than .5%. From a soccer administration standpoint, the club would like to thank our members for registering on time in such large numbers and volunteering to assist the club. From a financial standpoint however, the club saw a decrease in late fee revenue as well as the volunteer opt-out fees (other income). Total revenue through November 30, 2010 was just over \$346,000. This will account for a majority of the 2010 revenue with only collections of 2010 Academies fees still coming in.

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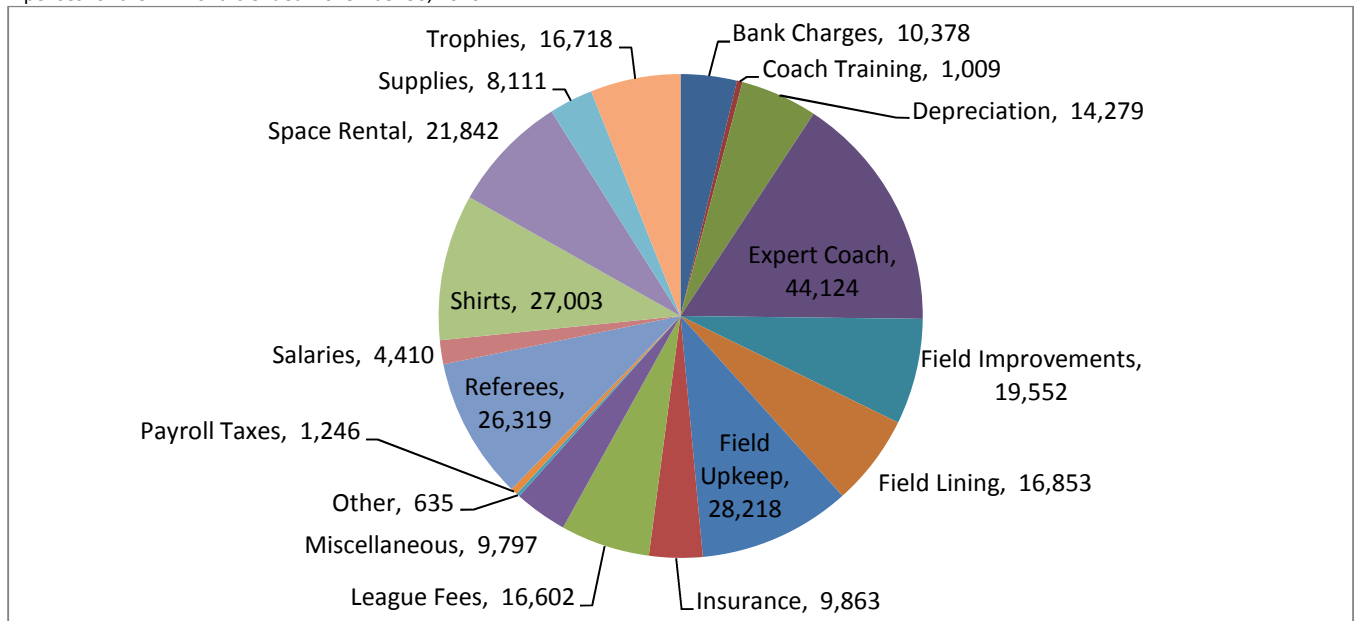
A breakdown of revenues for the 11 month period of 2010:



Total expenses for the period were \$277,000. Overall, costs were down, after when compared with similar expenses of the previous year. The club continues to make ongoing repairs, maintenance and upkeep of the soccer fields and the rest of the complex. 2010 saw the lowest costs expended on the soccerplex during the past several years with only some parking lot repairs and land work around the fields being performed. In addition changes were made to the parking lot to improve the traffic flow both within the complex and one Wemple Road. Expert coach payments are due to the club's technical director, as well as other coaches who have worked the various player trainings and academies. There was a large increase in this category due to the use of professional trainers for the different age/gender groups of the junior academy. While costly, the club feels it provides the best opportunity to provide consistent training to all players, regardless of team placement or current skill set. 2010 salaries decreased due to a change in the running of the concession stand to utilize volunteers as opposed to paid staff. Referee fees decreased in 2010, in part due to a change in policy to provide reimbursement to travel/premier teams on a more uniform basis. Trophies and shirts were costs incurred for the Bethlehem Invitational Tournament and for both the spring and fall recreation seasons. In addition, an increase of costs was due to sweatshirts purchased for the Youth Academy players. Depreciation costs are non-cash costs in the periodic reduction in value of capital assets acquired in past years. A breakdown of total costs for the 11 months ended November 30, 2010 follows:

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Expenses for the 11 months ended November 30, 2010:



Bethlehem Soccer Club, Inc. Statement of Assets, Liabilities and Fund Balance (Modified Cash Basis) November 30,

ASSETS

Current Assets	
Cash	<u>\$315,332</u>
Total Current Assets	<u>315,332</u>
Property and Equipment,	
Net of Accumulated Depreciation of \$53,284	<u>253,695</u>
	<u>\$569,027</u>

LIABILITIES AND FUND BALANCE

Current Liabilities	
Government tax burdens	<u>\$398</u>
Fund Balance	<u>568,629</u>
	<u>\$569,027</u>

The unrestricted fund balance for the club is \$562,576. The Board of Directors has designated \$6,053 for use in awarding financial assistance scholarships to help defer the registration costs for the Academy programs.

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**Bethlehem Soccer Club, Inc.
Statement of Cash Flows (Modified Cash Basis)
For The Ten Months Ended November 30, 2010**

CASH FLOWS FROM OPERATING ACTIVITIES

Net income	\$69,092
Adjustments to reconcile net income to net cash provided by operating activities:	
Investment income	(981)
Depreciation	14,279
Increase in government tax burdens	<u>(525)</u>
Net cash flows from operating activities	<u>81,865</u>

CASH FLOWS FROM INVESTING ACTIVITIES

Proceeds from maturity of Certificate of Deposit	66,783
Purchase and construction of Property and Equipment	<u>(25,891)</u>
Net cash flows from investing activities	<u>40,892</u>

Net increase (decrease) in cash 122,757

Cash at beginning of period 192,575

Cash at end of period \$315,332

The modified cash basis of accounting is considered an “other comprehensive basis of accounting.” It does not truly give a complete accounting picture as it fails to recognize registrations receivable, accounts payable and most importantly does not take into account the timing of events. Revenue is recognized when received and expenses are recognized when paid. The club for the first 11 months had revenue over expenses of \$69,092. This net income will have expenses recorded against this number in the coming months as the Youth and Junior academy move toward their seasons. The Youth Academy will be making uniform purchases. All Academies will have costs associated with indoor training. It is important to point out, this is the first time in several years the club has had a net increase in cash. The past several years saw the club invest in its assets (the fields, equipment, players and due diligence associated with the indoor facility).

Website Report

By Rob Russell

Similar to the club overall, 2010 was a year of transition for the website committee.

We've lost a long standing member due to their relocation. We've accepted the departure of a second member due to personal commitments and we've recruited two additional members for the committee.

The Club's communication with its membership and the public remains disjointed as we rely on two separate web-based platforms. The Club's public website is maintained through Blue Sombrero. Program registration and communication is provided through League Sports Services as is mandated through Eastern NY Youth Soccer. League Sports Services does not provide website content management and although Blue Sombrero does offer full registration league administration support, it is not sanctioned by Eastern NY Youth Soccer.

As far as managing content for the club, our biggest accomplishment is using the Calendar to list the dates that the various programs hold their training sessions. Members of the Youth Academy and the Junior Academy have taken responsibility for maintaining the training schedules. Content changes were incorporated to support the new development academy along with the Club's May tournament.

As requested in last year's report, we are requesting members from each of the committees take responsibility for managing the content for their own programs.

Tournament Report

By Brian Whitman

Stats:

Gross revenue: \$50,200

Net revenue: \$28,250

Number of teams: 100 paid (97 participated)

Age range: U8 – U19

14 Girls & 14 Boys divisions

Bethlehem Soccer Club 2010 Annual Report

The 2010 25th annual tournament was the most successful tournament in the 30 year history of Bethlehem Soccer Club. We earned the highest profit and hosted the most teams ever.

This was accomplished by a dedicated team of volunteers including Anne Marie Masters, Rob Russell, Chris Hynes, Hannah Shuman, Jim Gunty and Dave & Laurie Lester. This event would not have been possible if not for the dedication shown by this team.

Additionally, the tournament was staffed with over 500 club parent volunteers during the three day event. Volunteers are key to the financial success of a tournament. All of the extra activities that generate revenue beyond registration fees are staffed by volunteers. We had people running concessions, conducting shoot-outs, selling tee shirts and making cotton candy. All of these help contribute to the bottom line.

From a historical viewpoint, the very first BSC tournament was held in October of 1986 at the middle school. We hosted less than a dozen teams in the U12- U14 age ranges. It was called the Friendship Soccer Tournament. No financial data exists from this era, but I suspect it was a net loss in cash, but a huge step forward for the club.

This year we were fortunate enough to have our tournament sponsored by Stanno, our exclusive uniform provider. Stanno generously supported this event with soccer balls, prizes and a cash donation.

Many of the comments received were overwhelmingly positive. We were complimented on the condition of the facility, the friendliness and abundance of the volunteers, the efficiency and organization in the format, scheduling and location of games. The biggest complaint was the length of the day for U10 – U12 players and a miscommunication regarding donations for Coach Banda. Many people believed that we were charging a parking fee to benefit the club.

As was done last year in planning for this year, the tournament committee will use the lessons learned to make the 2011 tournament another record breaking event.