

### ***1. Why am I interested in serving as Section One Director?***

As the Section One Director I will continue to be the strong advocate for the players and volunteers of Section One. I am fearless and relentless in advocating for my volunteers and players currently. Section One enjoys a strong program and in harnessing the cumulative energy of Section One players and volunteers, I plan to aggressively and proactively ensure the continuation of the pre-existing success.

I plan to collaborate with Area Directors and Section Staff to bring the highest possible professionalism to all of our programs and events. I pledge to listen and understand. I plan to utilize to the fullest the counsel of Area Directors and Section Staff.

I hope to continue to grow and expand AYSO within Section One. Using the backbone of AYSO, our core values, I want to work with Area Directors and community leaders in USA (Under Served Areas) to implement new AYSO Regions where possible. I plan to leverage Section One's alliance with Chivas USA to penetrate AYSO markets not previously familiar with our product. I plan to fulfill Section One's goal of 110,000 players by 2010.

### ***2. What skills do you feel you would bring to the position?***

**Professionalism.** I plan to empower volunteers in the same manner that I have at the Regional level. Some may mistake holding volunteers accountable for their performance as 'micro-management'. I reject that notion. As I do now, I intend to ensure that the work gets done. Part of that is recognizing when things are not going well and responding to that issue. As Section Director I will employ "*outcome based management*" to achieve results. If the desired result is 100% of roster compliance, then relentlessly encouraging and reminding the responsible parties of this goal is not micro-management, it's outcome based management. Results are the goal; professionalism is the way to get results.

**Decisiveness.** When faced with challenges I plan to attack the problem. I have a well documented history of unwavering enforcement of AYSO Philosophies and our core values. In this endeavor, I plan to uphold decisions made by Regional Commissioners and Area Directors that uphold our values.

**Planning.** I am a notorious list writer and planner. I work from proactive calendaring of events. As Section One Director, I would work with the Area Directors and Section Staff to develop an eighteen (18) month calendar.

**Energy.** First and foremost – I want the job. I'm not pursuing the position because it's what anyone expects. I'm not pursuing it because it'll be easy or comfortable for me. I want to be Section Director because it will be a challenge. I have the energy and desire to do the job as well as it can be done.

**3. *What are your goals for Section One and how do you hope to achieve them?***

World Peace and an end to poverty and hunger. I'm working on how exactly to achieve these.

Growth. As indicated above, I believe there are still untapped areas of Section One that can be brought into the fold. I would like to work with the Area Directors and Section Staff to develop specific growth campaign ideas. Going on the assumption that our existing programs are doing their best to reach out to families in their immediate region, we can focus on penetrating schools and school districts from adjoining communities to pull children from adjacent neighborhoods. Perhaps find a way to partner with places like La Petite Academy Pre-School (for younger players) and local gyms (LA Fitness & 24 Hour Fitness) to place information to those parents who have childcare provided at those facilities. There are ideas not yet explored.

A Common Voice. Section One represents roughly 20% of the membership of AYSO. As such, our ability to lobby for improved programs, materials, help etc. should be unparalleled. Our common voice should be able to attract the best instructors to our classes. Provide the strongest support to our volunteers. To do this, we need to focus on communication. I will foster and facilitate open and direct dialog between Area Directors and Section Staff to reach a consensus. Then, move forward with the full weight of our 100k players.

A fully functioning 18 month calendar. Planning this far in advance requires discipline and communication. I plan to establish a single point of collection for Area and Regional events. I plan to follow-up directly with Area Directors to facilitate collaboration and less geographic overlap of events. The broad geography of Section One requires that some overlap exist, however, only when we work as a team can the full weight of Section One's size be utilized to its fullest advantage.

**4. *Do you have any concern(s) within Section One and how do you plan to approach it/them?***

I don't. I believe that Jeff left Section One in good order aside from the garden variety daily operating issues (frustrated parents, discipline issues, shortage of volunteers) that any organization will always face. It is not a case where any of us will be 'picking up the pieces'. It'll be more like taking the baton and continuing the race.

That having been said, starting with myself as Section One Director, a succession plan will be put into place as quickly as I possibly can do so.

**5. *What do you feel should be the Section Director's relationship to each of the following: Section One AD's, Section One Staff, Section One RC's, Other Section Directors, NSTC, NBOD, other members of AYSO, including players and parents?***

With respect to the first four groups listed, I believe the role of the Section One Director is principally that of a collaborator. We all own our programs. We should share

what works as well as what doesn't. As a common voice, we should be upholding the highest standards among ourselves. Let me be more specific with respects to:

Section One AD's – your advocate. Your voice to the NBOD. A facilitator. I work for you, not the other way around. Just like AD's work for RC's. AYSO exists in the Regions. Everything else is simply there to help make it happen.

Section One Staff – your collaborator. Part of your team. As Section One director I plan to provide you with the funding and resources to administer your responsibility. I believe Section One has good people, who, when provided with what they need will do a good job. I want to be part of this team.

Section One RC's – Your backstop. Regional Commissioners are on the front lines in our marketplace. When issues in Regions are 'so outta control' that your Area Director is unable to solve them with you, I'm there to team up with you and your Area Director to find the elusive solution. I believe Regions should run Regions. I plan to ensure that you're allowed to do just that.

Other Section Directors – colleague. I hope to exchange ideas, concerns and strategies often. I plan to work together as part of AYSO's "checks and balances". The team of Section Directors are there to insure accountability in both directions.

National Support and Training Center (NSTC) and National Board of Directors (NBOD) – together I want my relationship to be professional and mutually beneficial. I am a strong believer in accountability. As volunteers we have heard Rick Davis use this term often. Collectively, the NSTC and NBOD want to hold Regions, Areas and Sections accountable for their programs. Accountability is a two way street. I plan to maintain high standards within Section One and hold the NSTC and NBOD accountable for the roles they have taken on.

Everyone Else – fellow AYSO parent and volunteer. I still have three children playing AYSO (U10, U12 and U16). My oldest daughter is on the Region 31 Board. My wife is the Region 31 Assistant Regional Commissioner. My entire family has a personal stake in how well I perform. How I operate as Section One Director matters to me both as an administrator and an AYSO parent.

***6. What, if anything, concerns do you have regarding the future of AYSO.***

Financial stability in a changing marketplace. The landscape in 2008 that AYSO exists in is very different from that of even 10 years ago. The State of California is imposing stricter accountability of non-profit organizations. Our competitors are improving their products and pose an increasing threat to the strength of some of our programs. As AYSO Executive Members we see that the NSTC and NBOD are being forced to think outside of the box to continue to grow and thrive.

I believe it should be a thrust of whoever is the Section One director to ensure that Regions are operating with financial integrity. As the government creates additional obstacles for our organization, the Section One Director needs to be prepared to help AYSO meet those challenges.