

November 6, 2023

To: Roger J Best, NYSWYSA Nominating Committee Chairperson

From: James A. Mort

Dear NYSW Board Members and Club Representatives,

I am writing to express my interest in the board position of Secretary for NYSWYSA. I am confident that I have the qualifications and skills necessary for the position. I'm eager to put my knowledge and experience to work to help improve our changing youth soccer landscape. I have been a member of NYSW since its inception in 1984. I am passionate about the organization's mission and I believe I can contribute to it, in an impactful way.

Up until recent retirement, my 25 year position as Executive Director of Empire United Soccer Academy required me to tackle many issues. There was much attention to detail required concerning policies, procedures and resource provisions all to keep our players, families, staff, and support organizations' expectations fulfilled and successful.

I was the Operations Manager for the Rochester Rhinos professional team, opening up their new stadium in 2006. Prior to that, I was the Monroe County Sports Commission Sales Manager responsible for economic impact from sporting events and tourism. I have been on the Sports Commission's Board of Directors since 2003. Before that, my career at Eastman Kodak gave me a great business foundation working in management positions in Operations, Finance, Human Resources, Facilities, Marketing and Product Launch.

Thank you for your time and consideration. I believe that the initiatives and issues to support youth soccer are ever changing. I'm resourceful and a creative thinker and believe I would be a positive addition of the NYSW Board of Directors. I have enclosed a brief profile. I ask for your endorsement.

Regards,

James Mort

JAMES A. MORT

EDUCATION

Monroe Community College	Associates of Science, Business Administration	May 1974
State University of New York at Oneonta	Bachelor of Science, Business Economics	May 1976
University of Michigan – Ann Arbor	Graduate School of Business Administration	
	Executive Education Program Completion:	Nov 1986

SOCCER BACKGROUND

Jim Mort is from Rochester, New York. He played with the Rochester Mavericks (est. 1964) in the early years of Rochester's youth soccer league.

Jim played collegiate soccer at Monroe Community College, assisting the Tribunes to a final four spot in the 1973 NJCAA National Championships. At Oneonta State, he helped the nationally ranked Red Dragons win two NCAA Division 1 tournament bids in 1974 and 1975.

Jim's wife is a retired teacher. They have a daughter and son that have both played soccer collegiately and are involved with youth coaching.

- Youth soccer coach +40 years
- Travel Club administrator
- High School Varsity Head Coach, Junior Varsity Head Coach and Modified Head Coach
- NYSW TOPSoccer Coordinator
- NYSW Olympic Development Program Head and Assistant Coach
- USSF National Youth License
- USSF C License
- NSCAA Regional Goalkeeping Diploma
- Varsity High School Referee

Business Experience

- **Empire United Soccer Academy, Executive Director** 1998 - 2020
Currently: Rochester New York FC [aka Rochester Junior Rhinos, Rochester Mavericks]
Our club has supported and shared positive goals and initiatives for youth soccer since NYSW's inception in 1984. The club has registered hundreds of players in the Rochester, Buffalo & Syracuse districts with NYSW.
- **Rochester Raging Rhinos – United Soccer League** 2006 - 2007
Operation Manager & Youth Development Director
-Worked with ownership to create procedures, develop policies and coordinate resources
-Managed the opening of the **new PAETEC Park Stadium** for the inaugural season.
-Planned & executed outreach activities for ticket sales, youth events & community marketing.
- **Monroe County Sports Commission, Sales Manager** 2003 - 2006
Responsible for planning, implementing and executing direct sales & sports marketing plan to attract sporting events and sports tourism activities for Monroe County
- **Kodak Polychrome**
Worldwide Product Marketing Manager, 2000 - 2002
Worldwide New Product Launch Manager 1997 - 1999
- **Eastman Kodak Company**
Professional & Printing Imaging Division - Business Operations / Finance Manager 1995 - 1996
Government Systems Division - Human Resources, Strategic Business Director 1993 - 1994
Graphics Imaging Systems Division - Human Resources Manager / US & Canada 1991 - 1993
Graphics Imaging Systems Division - Operations & Finance Manager 1986 - 1990
Copy Products Division - Administration Manager 1981 - 1985
Film Technical Service - Sensitometry Coordinator 1976 - 1980