



Report of the Executive Director

Alex Brame

Registrations

Our registration numbers for the 17/18 season dipped just below 54,000 players.

Buffalo 14,056 a drop of 7.3% against the previous year.
Rochester 18,547 a drop of 1.7% against the previous year.
Syracuse 9,220 a drop of 0.8% against the previous year.
Southern Tier 5,317 a rise of 10% against the previous year.
Binghamton 3,861 a rise of 8.7% against the previous year.
Twin Tiers 2,929 a drop of 2.5% against the previous year.

New Manager of Operations

Charley Marshall took over fully in the New Year as our head of operations, replacing Tim Mellander who had worked with the Association since 1993 and who retired at the end of the year.

State Office Relocation

After many years in the Corning area, it was decided that in order to best serve our members we should relocate to Rochester. In October we moved into our new offices in Scottsville Road, Rochester. All communication links remaining unchanged.

RosterPro 2.0

We had become very aware over the last few years that legacy RosterPro, our registration platform, was out dated, it was becoming unsupported as a solution and with the advent of the US Soccer National Data Center giving each player a unique FIFA ID number, we had to change/upgrade. After looking at other systems in the market, we opted to update to RosterPro 2.0 and went live at the start of the 18/19 season.

Risk Management

NYSW has always had a very robust risk management solution, however with the passing of the new Safe Sport Law, we took the opportunity to evaluate what we did and how we did it as well as consult with US Youth Soccer, US Soccer, Safe Sport and Attorneys versed in these matters. As an Association we decided to update both our supply and our process. In the next few days we will be rolling out our new solution provided through Sports Engine, which will greatly reduce processing times and vastly increase the background searches we are doing, to once again take NYSW to the forefront of Youth Sports risk prevention.



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We Got Soccer/Nike

At the start of the season we changed our apparel provider moving to Nike through We Got Soccer. This not only allows us to offer an online uniform, spirit wear and cleat store, it also sees us fall in line with the brand of US Soccer.

World Cup TV Ads

Between 6/30/18 and 7/11/18, from the World Cup round of 16 to the semi-finals. Fox ran our 30 second Youth Soccer add at half time 19 times, directing parents with children interested in the game to our website and then onwards to clubs.

Website relaunch

Early 2018 marked the relaunch of our Website, with enhanced graphics, bolder information ticker and increased navigation speed.

Insurance – Player medical & liability

We again had to speak to parents of children this year who were injured and hadn't been registered with us and therefore were not insured. **It is imperative that before any child takes the field for your club, be it training or games, that they are registered with NYSW and therefore insured.**

Great Lakes Conference and EDP Conferences

The Eastern Regional League (ERL) has been replaced by regional conference structure run by US Youth Soccer. The structure allows our top club teams to play either to the East as part of the EDP conference structure or to the West as part of the Great Lakes Conference Structure.

Thruway League

NYSW continues to administer and run the premier youth competition in the State, in which all our top club teams (outside of the DA) compete. This year the League reduced slightly to 158 teams playing in 11U to 19U age groups. The league geographically stretches across the whole NYSW footprint and is a qualifying league for our State Cup.

Recreation Jamborees

6 Recreational Jamborees run at Silver Knight x2, Rochester Rhinos FC (USL). TCYSA, Batavia and Fredonia as well as another 6 Futsal Jamborees. We are continually looking to expand our footprint of Jamborees, **please contact us if you wish to host a Jamboree day.**



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Soccer Shots

We continue to partner with Soccer Shots in order to offer clubs the ability to run a 3-5 year olds soccer program, when the club may not have the resources internally.

Member Grants

NYSW continued to reinvest back into membership with \$30,000 awarded in grants to 24 different clubs during 2018. Grants were used for goals and nets, training supplies, balls and playing apparel. This is the 8th straight year NYSW has reinvested to member clubs via grant programming.

Goal Grants

2018 also saw NYSW invest \$30,000 back to our membership subsidizing the purchase of Far Post goals, to help with the implementation of the PDI's from US Soccer. 136 goals were purchased by 30 clubs.

Sponsorship

We again recognize and thank our major sponsors Dicks Sporting Goods, Demosphere, Pullen Insurance, NY's 529, Admiral, Bownet and Sports Logic. Without the support of whom a lot of the above would not be possible. We also welcome our new additions We Got Soccer and Nike to the NYSW family.

The Future

- Thruway Fall League
- Digital RM passes.
- Rosters with player pictures.
- Increase in our outdoor and indoor jamboree provision.
- Website development to include a where to play (club listing) function for parents.

Respectfully submitted,

Alex Brame
Executive Director