



CALSOUTH

NATIONAL STATE ASSOCIATION OF THE UNITED STATES YOUTH SOCCER ASSOCIATION, THE UNITED STATES ADULT SOCCER ASSOCIATION, THE UNITED STATES SOCCER FEDERATION AND FIFA.

CALIFORNIA STATE SOCCER ASSOCIATION - SOUTH

February 6, 2015

Dan Trainor
Region IV Director
c/o US Adult Soccer
7000 S. Harlem Avenue
Bridgeview, IL 60455

Dear Mr. Trainor,

Please see below Cal South's report to US Adult Soccer Region IV.

➤ **Events**

- Cal South was pleased to host the USASA Region IV Workshops and Council Meeting in Huntington Beach, CA January 10-11, 2015. We look forward to hosting next year in San Diego.
- Cal South submitting our bid to host the 2016 & 2017 USASA National Championships in Southern California.
- Cal South adult teams Chula Vista FC, Cal FC and PSA Elite will represent USASA Region IV in the 2015 US Soccer Lamar Hunt Open Cup.
- Cal South will continue to support the National and Regional tournaments in 2015 by encouraging strong teams to enter and we will provide travel subsidy where appropriate.

➤ **Adult Player Registrations**

- Cal South reported 14,932 players for the 2013-2014 season which is a 20% increase over the prior year.
- WCSA Fall player count was 587 Cal North, 48 Nevada, and 899 Cal South.
- Growth has been the result of successfully recruiting new leagues (men's and women's) and incremental growth from returning leagues.
- Good activity in the San Diego area to affiliate older leagues.

➤ **Challenges**

- Major challenges include the lack of playing fields in the major metro areas (L.A., San Diego, etc.) as youth teams tend to have priorities and the continual challenge to convince unaffiliated leagues of the "value" to affiliate since they have their own fields, insurance, tournaments, referees, etc...
- Competition from USSSA, AYSO Adult, US Club Soccer, and US Futsal should not be ignored.

➤ **Future Initiatives**

- Create marketing and video presentation material to help promote "value" of affiliation.
- Create strategies to address the needs of Women's leagues, small-sided groups, indoor leagues, recreational leagues, beach soccer leagues, futsal, social clubs, etc...
- Local tournaments similar to State Cup or Champions League formats.



CAL SOUTH - EXCELLENCE IN SOCCER

President: **Derek Barraza, PMP**

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➤ **USASA**

- Cal South supports the recent initiative of USASA to create a Strategic Plan. Execution by the corporate office and support from the State Associations is now important.
- Cal South would welcome any marketing material support from USASA to help promote the “value” of affiliation.
- Cal South supports the creation of the Combined National Championships and hope the inaugural 2015 tournament in Virginia is successful.
- Cal South welcomed USASA President John Motta and USSF Board Member Arthur Mattson to speak at our December Board meeting in conjunction with MLS Cup 2014.
- Cal South was notified by USSF that an application to replace Cal South as the official Adult State Association. We will respond to USSF later this month.

➤ **Cal South Organization**

- Significant changes occurred in the organization during 2014.
- Derek Barraza was elected Cal South Board President.
- Cal South is pleased to announce Johnnie Garza as COO effective January 5, 2015. Johnnie brings extensive professional and soccer experience and previously served as Cal South’s President.
- Cal South will hold their Annual General Meeting on March 21, 2015 in Long Beach, CA.

Overall, we look forward to another successful adult soccer year in 2015.

Respectfully,

Derek W. Barraza, PMP
President and Chairman
California State Soccer Association South (Cal South)

Cc: USASA Region IV Executive Committee
Cal South Board of Directors



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