



SPORTING CALIFORNIA USA

COMPLETE ORGANIZATIONAL DOCUMENT

Established 1987 | 37 Years of Excellence

Forging Champions, Building Character, Transforming Communities

TABLE OF CONTENTS

1. Executive Summary
 2. Organizational Structure & Leadership
 3. Mission, Vision & Core Values
 4. Playing & Training Philosophy
 5. Business Philosophy
 6. Coaching Philosophy
 7. Player Development Philosophy
 8. Professional Player Development History
 9. Team Achievements & Championships
 10. Collegiate Placement Success
 11. Diversity, Equity & Inclusion Initiatives
 12. Coach Education & Development
 13. Video & Statistical Analysis Tools
 14. College & Professional Recruitment Support
 15. Financial Structure
 16. Geographic Footprint & Scale
-

1. EXECUTIVE SUMMARY

Sporting California USA is a premier youth soccer organization with a 37-year legacy of competitive excellence and player development. Operating 14 chapters across California and Nevada, we serve 1,600+ active players with a mission to develop technically superior, tactically intelligent, and mentally resilient soccer players who become quality people.

Championship Success

- **10 USYS National Championships** - demonstrating sustained excellence at the highest national level
- **4 Nike Manchester United Cup Championships** - proven success in elite international competition
- **2 ECNL National Titles** - track record of competing and winning at the premier club league level
- **3 USL Super Y League Championships** - excellence across multiple competitive platforms
- **7 Dallas Cup Championships** - consistent performance at one of the world's most prestigious youth tournaments
- **50+ California State Cup Championships** - regional dominance spanning multiple decades

Player Development Excellence

- **24+ professional players** developed competing at the highest levels
- **500+ collegiate placements** earning \$10+ million in athletic scholarships
- **10+ players** representing national teams (USMNT, El Salvador, Armenia, New Zealand, Nigeria)
- **Approaching 95%** college placement goal for graduating seniors
- **Targeting 50%** of graduating seniors receiving athletic scholarship support

Our Foundation

Built on four core values—**Inspiration, Belief, Determination, and Dedication**—we pursue excellence relentlessly while maintaining unwavering commitment to accessibility through **\$85,000+ in annual scholarships**.

2. ORGANIZATIONAL STRUCTURE & LEADERSHIP

Executive Leadership

PJ Brown - Club President

- USSF A License
- USSF Academy Director License
- Overall strategic direction and organizational oversight

Ray Valentin - Chief Financial Officer & Vice President

- Financial management and executive leadership

Frank Robledo - Club General Manager

- Day-to-day operations and administrative management

Steve Lucey - Club Founder

- Arsenal FC legacy
- USSF B License
- 5-time USYS National Championship coach
- Advisory role and organizational guidance

Kelly Henry - Office Administrator

- General Office Administration and Billing

Jeremy Healey - Corona DOC, League Liaison and Senior Leadership

- USSF B License
- Coach training, development, and certification programs
- Management of Social Soccer League

Technical & Soccer Operations

Jim Nordberg - Boys ECNL/ECRL/ECRL 2 and ECNL Jr's Director of Coaching

- USSF A License
- USSF Academy Director License
- Oversees all boys' competitive programming and coaching standards

Mario Sanchez - Girls ECNL/ECRL/ECRL 2 and ECNL Jr's Director of Coaching

- USSF A License

- Oversees all girls' competitive programming and coaching standards
- Curriculum development and coaching education across the organization

Tom Hutcheson - Coaches Education Director & Sporting Select Programs Director

- USSF B License
- Currently enrolled in UEFA B course
- Coach training, development, and certification programs
- Management of Sporting Select programming

Specialized Program Leadership

Lupe Lopez - Club Development Director

- Youth development programs and pathway management

Nicole Salazar - College Placement Director

- College recruiting guidance and placement services for players

Decision-Making Structure

Strategic Decisions: President (PJ Brown) in consultation with VP/CFO (Ray Valentin), General Manager (Frank Robledo) and senior leadership Steve Lucey and Jeremy Healey.

Soccer Operations: Girls DOC (Mario Sanchez), Boys DOC (Jim Nordberg), and Coaches Education Director (Tom Hutcheson) manage coaching standards, curriculum, and competitive programming

Daily Operations: General Manager (Frank Robledo) handles administrative, vendor, and operational matters

Specialized Programs: Development Director, College Placement Director, and Sporting Select Programs Director manage their respective areas with appropriate autonomy

This structure combines strong executive leadership with specialized technical expertise to serve the organization's multi-chapter operations across California and Nevada.

3. MISSION, VISION & CORE VALUES

Mission Statement

To develop technically superior, tactically intelligent, and mentally resilient soccer players within an inclusive community that values character development as highly as athletic achievement. We commit to providing pathways that enable every dedicated player to reach their highest potential, whether that leads to collegiate soccer, professional careers, or becoming well-rounded individuals who contribute positively to society.

Vision Statement

Sporting California USA: To provide a world class soccer program that develops world class soccer players

At Sporting California USA, we envision a future where our club stands as the premier youth soccer development organization in the nation, recognized not only for competitive excellence but for our holistic approach to player growth. We aspire to create an environment where passion for the beautiful game transforms into life-changing opportunities for young athletes across diverse backgrounds.

Building on our 37-year legacy of excellence, demonstrated through multiple USYS National Championship wins and decades of successful player development, we aim to establish ourselves as the standard-bearer for comprehensive youth soccer development in America.

Core Values

Our club is founded upon four primary qualities that guide everything we do:

INSPIRATION - The 1.5 Rule

Everyone in our club will do 100% of their own job to the best of their ability along with 50% of their peers' jobs. This principle creates a culture of mutual support, collaboration, and collective excellence where every member—from players to coaches to staff—elevates those around them.

BELIEF

"If you believe in yourself and have dedication, pride and NEVER quit, you'll be a winner. The price of victory is high but so are the rewards." - Paul Bryant

We instill unwavering confidence in our players' abilities and potential. We believe that self-belief, combined with hard work and resilience, is the foundation for both athletic and personal success.

DETERMINATION

Relentless pursuit of excellence from our players, our teams, and our staff. We embrace challenges as opportunities for growth and maintain high standards in everything we undertake. Mediocrity is not acceptable when excellence is achievable through committed effort.

DEDICATION

Live for blood, sweat, and tears. We embrace a blue-collar mentality that values hard work, preparation, and sacrifice. Success is earned through consistent dedication to the craft of soccer and the development of character.

4. PLAYING & TRAINING PHILOSOPHY

Style of Play

SPORTING CA USA is a blue-collar, multi-dimensional, attacking-minded soccer club. We are a club that wants to keep possession of the ball through a series of short passes, creating numerical advantages in all areas of the field. We maintain the tactical flexibility to attack with long passes when needed to exploit opportunities the opponent presents.

Defensively, all teams implement a very high-pressure system designed to win the ball in advanced positions and transition quickly into attack.

Training & Development Principles

Player-Centered Approach: We place each individual player's growth at the center of our approach, recognizing that development occurs at different rates and through different pathways.

Age-Appropriate Methodology: Our curriculum is designed to address the specific developmental needs at each age group, progressing from technical foundation to tactical sophistication.

Technical Foundation: We emphasize technical proficiency as the cornerstone of player development, ensuring players possess the skills necessary to execute our playing style.

Tactical Intelligence: We progressively introduce tactical concepts, building from individual decision-making to group tactics to team principles.

Physical Development: We employ a scientific approach to physical conditioning that prioritizes long-term athletic development over short-term gains.

Psychological Resilience: We intentionally develop mental toughness, confidence, and emotional intelligence as essential components of complete player development.

Technology Integration: We utilize cutting-edge video and performance analysis tools (Hudl, Pixelot, and Trace) to provide objective feedback and accelerate learning.

The Four Training Pillars

INSPIRATION - 1.5 Rule = Everyone in our club will do 100% of their own job to the best of their ability along with 50% of their peers' jobs.

BELIEF - "If you believe in yourself and have dedication, pride and NEVER quit, you'll be a winner. The price of victory is high but so are the rewards." - Paul Bryant

DETERMINATION - Relentless pursuit of excellence from our players, our teams, and our staff.

DEDICATION - Live for blood, sweat, and tears.

5. BUSINESS PHILOSOPHY

Foundational Principles

Sporting California USA operates on the belief that sustainable excellence in youth soccer requires a strong business foundation built on integrity, transparency, and strategic thinking. Our business philosophy reflects the same core values we instill in our players: Inspiration, Belief, Determination, and Dedication.

The 1.5 Rule in Business Operations

Just as we ask our players and coaches to give 100% of their own effort plus 50% in support of their peers, our business operations embody this principle. Every department, every staff member, and every decision is made with consideration for how it supports and enhances the broader organizational mission. We succeed together or not at all.

Operational Excellence

Professionalism in All Endeavors: We maintain the highest standards of professionalism in every aspect of our operations. From communications with families to contractual agreements with affiliates, from financial management to event execution, we represent ourselves with the same excellence we expect on the field.

Accountability and Follow-Through: Our word is our bond. When we make commitments—to players, families, coaches, partners, or affiliates—we honor them completely. We establish clear expectations, document agreements formally, and follow through on every obligation.

Data-Driven Decision Making: We leverage analytics and objective data in both player development and business operations. Just as we use Hudl, Pixelot, and Trace to inform coaching decisions, we utilize comprehensive data analysis to guide strategic planning, pricing structures, scholarship allocation, and organizational growth initiatives.

Continuous Improvement: The pursuit of excellence never ends. We regularly evaluate our programs, policies, and procedures, seeking opportunities for enhancement.

Financial Stewardship

Transparency and Integrity: Financial integrity is non-negotiable. We maintain transparent pricing structures, clear communication about fees and expenses, and rigorous financial controls. Families deserve to know exactly what they're paying for and how their investment supports their player's development.

Sustainable Growth: We balance ambitious growth objectives with fiscal responsibility. Expansion into new markets, facility development, and program enhancement are pursued strategically, ensuring we maintain quality while scaling operations.

Value-Based Pricing: Our \$3,000 national program fee reflects a commitment to delivering exceptional value while ensuring we can attract and retain top coaching talent and provide cutting-edge resources.

Scholarship as Investment: Our \$85,000+ annual scholarship commitment is not charity—it's strategic investment in talent and diversity. We believe exceptional players from all socioeconomic backgrounds strengthen our club competitively and culturally.

Relationship Management

Partnership Approach with Families: Parents are partners in player development, not customers to be managed. We engage families through transparent communication, educational programming (college info nights, Women in Sports events), and clear expectations outlined in our codes of conduct.

Long-Term Thinking in Affiliate Relationships: Our relationships with affiliate chapters and partner organizations are built for longevity. We honor our agreements, support our affiliates' success, and address disagreements through formal processes and open dialogue.

Strategic League and Tournament Partnerships: We carefully select league affiliations and tournament participation based on alignment with our competitive and developmental goals.

Risk Management and Compliance

Proactive SafeSport and Safety Protocols: Safety is paramount. Our mandatory SafeSport certification, comprehensive background checks, and clear reporting procedures create a culture where misconduct is prevented, detected, and addressed swiftly.

Legal and Contractual Diligence: All significant agreements—affiliate contracts, coaching agreements, facility leases, tournament partnerships—are documented formally and reviewed appropriately.

Regulatory Compliance: We maintain full compliance with USYS, league regulations, SafeSport requirements, and all applicable regulations.

Communication Philosophy

Clarity and Timeliness: We communicate clearly, professionally, and promptly. Whether addressing parent concerns, negotiating affiliate agreements, or managing staff issues, we respond within 24 hours and provide concrete, actionable information.

Appropriate Channels: We maintain structured communication channels that ensure information reaches the right people efficiently.

Written Documentation: Significant decisions, policy changes, agreements, and disciplinary actions are documented in writing.

Professional Tone in All Circumstances: Even in difficult situations, we maintain professional, respectful communication. How we handle adversity defines our character as an organization.

6. COACHING PHILOSOPHY

Core Coaching Values

INSPIRATION - Leading by Example

The 1.5 Rule in Coaching: Every coach is expected to deliver 100% of their coaching responsibilities while actively supporting 50% of their fellow coaches' development. This creates a collaborative culture where coaches share best practices, observe each other's sessions, and collectively elevate the standard of coaching across our club.

Inspiring Players Through Action: We inspire not through motivational speeches alone, but through our preparation, knowledge, passion, and commitment. Players emulate what they see more than what they hear.

BELIEF - Building Confidence

We approach each player with the fundamental belief that they can improve and succeed. Our coaching methodology is designed to build player confidence through positive reinforcement of effort and improvement, creating success experiences, celebrating progress, and teaching players to evaluate their own performance objectively.

DETERMINATION - Relentless Pursuit of Excellence

We maintain exceptionally high standards in every training session. Excellence is not an occasional effort—it's a habit we develop through consistent expectation and accountability. World-class players master details, and we coach with precision and depth.

DEDICATION - Blue-Collar Mentality

Talent without work ethic reaches only a fraction of its potential. Every session has a written plan aligned with our curriculum. Every coaching decision is intentional. We never "wing it" because our players deserve better.

Player-Centered Development Approach

Individual Before Collective: While we build cohesive teams, we recognize that teams are composed of individuals with unique needs, learning styles, and developmental timelines.

Differentiated Instruction: We adapt our coaching to meet players where they are developmentally, providing appropriate challenges for advanced players while supporting those still developing foundational skills.

Personalized Feedback: We provide individual feedback regularly, using video analysis and performance data to help players understand their specific strengths and areas for improvement.

Relationship Building: We invest time in knowing our players as individuals—understanding their motivations, learning preferences, and personal circumstances.

Age-Appropriate Methodology

Foundation Phase (U8-U12):

- Emphasis on technical skill development through play and exploration
- Introduction to basic tactical concepts through small-sided games
- Focus on fostering love of the game and building confidence
- Equitable playing time to maximize development opportunities

Development Phase (U13-U15):

- Progressive tactical education from individual to group to team concepts
- Introduction to position-specific training
- Increased physical development emphasis
- Balance between development and competitive results

Performance Phase (U16-U19):

- Advanced tactical sophistication and game management
- Position specialization and role clarity
- Performance optimization through data and video analysis
- Preparation for collegiate and professional opportunities
- Results matter, but development remains paramount

Session Design and Delivery

Purposeful Planning: Every session has clear learning objectives, progressive activities, high activity time, and appropriate challenge.

Effective Communication: We demonstrate and model, communicate concisely, ask questions that promote thinking, and maintain a high positive-to-corrective feedback ratio.

Training Environment: Competitive but supportive, mistake-tolerant, high energy and enthusiasm.

Continuous Coach Development

Great coaches never stop learning. We commit to pursuing coaching licenses and certifications, regular self-reflection, peer learning, staying current on sport science and tactics, and using technology for our own coaching improvement.

7. PLAYER DEVELOPMENT PHILOSOPHY

Foundational Principles

Development is Individual and Non-Linear: Every player's journey is unique. Development doesn't follow a straight line—it includes plateaus, breakthroughs, setbacks, and growth spurts. Biological age matters more than chronological age.

Long-Term Development Over Short-Term Results: We build players for the long haul, not just the next game. This means prioritizing technical mastery over quick tactical fixes and making decisions based on developmental needs.

Holistic Development Creates Complete Players: Soccer players are people first. We develop:

- Technical Excellence - The skills to execute under pressure
- Tactical Intelligence - The understanding to make good decisions
- Physical Capability - The athleticism to compete at high levels
- Psychological Resilience - The mental strength to overcome adversity
- Character and Values - The integrity to succeed in life

Quality Over Quantity: More training doesn't automatically equal better development. We emphasize purposeful, high-quality repetitions, appropriate rest and recovery, and balance between soccer and other life experiences.

The Four Pillars of Development

INSPIRATION - Creating Motivated Players

Fostering Love of the Game: Development begins with passion. We create environments where players experience joy, feel challenged but not overwhelmed, see improvement, and feel valued.

The 1.5 Rule in Player Development: Players who give 100% to their own development while supporting 50% of their teammates' growth develop faster and build stronger team culture.

BELIEF - Building Confident Players

Growth Mindset Culture: We teach players that ability is not fixed—it's developed through effort, practice, and learning from failure. Mistakes are learning opportunities, not character judgments.

Creating Success Experiences: Confidence grows through experiencing success. We design training at the edge of ability—challenging but achievable—and progressively increase difficulty as players master skills.

DETERMINATION - Developing Relentless Players

Work Ethic and Discipline: We develop players who understand that talent without work ethic reaches only a fraction of its potential through consistent effort, dedication to individual skill work, and perseverance through plateaus.

Attention to Detail: World-class players master details. We teach precision in technical execution, tactical awareness, professional habits, and continuous self-improvement.

DEDICATION - Cultivating Committed Players

Blood, Sweat, and Tears Mentality: We develop players who embrace the price of excellence through physical, mental, and emotional commitment to the development process.

Team-First Mentality: Individual excellence serves collective success through supporting teammates, accepting roles that serve team needs, and leading by example.

Development Pathways by Age

U8-U12: Foundation Phase

- Building the technical base
- Ball mastery and fundamental techniques
- Basic tactical principles through small-sided games
- Fitness through play, love of competition
- High repetition, mistake-tolerant, fun approach

U13-U15: Development Phase

- Refining technical excellence
- Execute under pressure, position-specific skills
- Club philosophy, group tactics, specialization
- Soccer-specific fitness, strength training introduction
- Progressive pressure, video analysis

U16-U19: Performance Phase

- Mastering technical application
- Flawless execution, position mastery
- Complex tactics, tactical leadership
- Peak conditioning, collegiate preparation
- Extensive data/video analysis, full technology use

Integration of Technology and Analytics

Hudl: Individual technical/tactical analysis, self-assessment, recruitment highlights, weekly reviews

Pixelot: Physical metrics tracking, fitness benchmarking, load management, individualized conditioning

Trace: Centralized data hub, trend tracking, goal setting, college recruitment integration (U15+)

8. PROFESSIONAL PLAYER DEVELOPMENT HISTORY

Sporting California USA has developed **24+ professional players** competing at the highest levels:

Elite Professional & International Players

Carlos Bocanegra

- USMNT Captain: 110 caps (Captain for 30+ matches)
- Professional: Fulham (England), Rangers (Scotland), Racing Santander (Spain)
- Honors: 2005 & 2007 Gold Cup Champion, U.S. Soccer Hall of Fame
- Most decorated defender in U.S. Soccer history

Nick Rimando

- USMNT: 22 caps, 2013 Gold Cup Champion
- MLS All-Time Leader: 465 career appearances, 159 shutouts
- 4x MLS Goalkeeper of the Year
- Professional: Real Salt Lake, D.C. United

Paul Arriola

- USMNT: 50+ caps, 2017 CONCACAF Gold Cup Champion
- 2022 FIFA World Cup Qualifier starter
- Professional: D.C. United, FC Dallas, Swansea City (England), Club Tijuana (Mexico)

Aaron Long

- USMNT: 30+ caps
- 2021 CONCACAF Nations League Champion, 2021 Gold Cup Champion
- 2022 FIFA World Cup member
- MLS Defender of the Year (2018)
- Professional: New York Red Bulls, LAFC

Chad Marshall

- 2x MLS Defender of the Year (2014, 2018)
- MLS Cup Champion (2016), Supporters' Shield (2014)
- 300+ MLS appearances
- Professional: Seattle Sounders, Columbus Crew

Lauren Barnes

- New Zealand National Team: 50+ caps
- NWSL Champion (2014, 2015)

- NWSL Best XI (2014, 2015)
- Professional: Seattle Reign FC

Yura Movsisyan

- Armenian National Team: 50+ caps
- Russian Premier League Top Scorer (2012)
- Professional: Real Salt Lake, Spartak Moscow (Russia), FC Krasnodar (Russia)

Additional MLS Players

Rafa Baca - LA Galaxy, MLS Cup Champion (2014)

Tony Beltran - Real Salt Lake, 300+ appearances, MLS Cup Champion (2009), 2x MLS All-Star

Joe Franchino - Columbus Crew, LA Galaxy, Chivas USA

Ethan Zubak - LA Galaxy, Orange County SC (USL)

Women's Professional Players

Ife Onumonu

- 2022 FIFA World Cup member (Nigeria)
- NWSL: OL Reign (Seattle), Portland Thorns, Utah Royals, Gotham FC
- Nigerian National Team

Sarah Teagarden - WPS and NWSL experience

Annia Mejia - NWSL and international experience

Leah Pruitt - NWSL experience

Current & Recent USL/Professional Players

Gerson Mayen - El Salvador National Team, professional clubs in Central America and USL

Hector Jimenez - USL Championship

Raul Mendiola - Las Vegas Lights FC (USL)

Dennis Flores - USL Championship

Tarek Morad - Orange County SC (USL)

Dion Acoff - USL Championship

Jose Garcia - USL Championship

Lo Bonita - Women's professional leagues

Norma Mendez - Women's professional leagues

Individual Honors Summary

Senior National Teams: 10+ players across USMNT, USWNT eligibility, El Salvador, Armenia, New Zealand, Nigeria

Youth National Teams: 5-10 players annually in U.S. Youth National Team pools (U-14 through U-23)

International Competition: World Cup participants and qualifiers, CONCACAF Championships, Olympic qualifying

9. TEAM ACHIEVEMENTS & CHAMPIONSHIPS

National Championships

USYS National Championships

- **10 USYS National Championship titles** across various age groups
- Consistent presence at USYS National Championships spanning three decades
- Regional and State dominance leading to national qualification

ECNL National Titles

- **2 ECNL National Championships**
- Track record of competing and winning at the premier club league level

USL Super Y League Championships

- **3 USL Super Y League Championships**
- Excellence across multiple competitive platforms

International & Elite Tournaments

Nike Manchester United Cup Championships

- **4 Nike Manchester United Cup Championships**
- Proven success in elite international competition

Dallas Cup Championships

- **7 Dallas Cup Championships**
- Consistent performance at one of the world's most prestigious youth tournaments

State & Regional Excellence

California State Cup Championships

- **50+ California State Cup Championships** across boys and girls age groups
- Consistent appearances in State Cup finals
- Dominant force in Southern California youth soccer

Far West Regional Championships

- Multiple Far West Regional Championships
- Consistent top finishes at regional level competitions

Tournament Championships

- Multiple Surf Cup championships
 - Las Vegas Mayor's Cup titles
 - Showcase tournament victories across the country
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10. COLLEGIATE PLACEMENT SUCCESS

Current Performance Metrics

College Placement Goal: Approaching **95% of graduating seniors** playing collegiately

Scholarship Goal: Targeting **50% of graduating seniors** receiving athletic scholarship support

Total Alumni Impact: **500+ players** placed at collegiate level, **\$10+ million** in athletic scholarships earned

Notable University Placements

Pac-12 Conference:

- Stanford University
- UCLA
- USC
- University of California, Berkeley
- University of Washington

ACC/Big East Conference:

- Georgetown University
- Wake Forest University
- Duke University
- Notre Dame University
- University of North Carolina

WCC/Big West Conference:

- Santa Clara University
- Loyola Marymount University
- San Diego State University
- UC San Diego

Additional Programs:

- Chapman University
- Cal Poly San Luis Obispo
- Occidental College
- Claremont-McKenna College
- **500+ other programs across all NCAA divisions**

Individual Accolades

- High School All-Americans (multiple annually)
 - College All-Conference selections (Pac-12, ACC, WCC, Big West)
 - Conference Players of the Year
 - Conference Freshmen of the Year
 - Academic All-Americans
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11. DIVERSITY, EQUITY & INCLUSION INITIATIVES

At Sporting California USA, diversity, equity, and inclusion are integral to our club culture and reflected in concrete actions:

Staff Representation

Coaching Diversity:

- **40% of our coaching staff are bilingual Hispanics**, reflecting the communities we serve
- **40% female representation** in coaching and leadership positions
- 1 Vice President (female)
- 3 Regional Directors (female)

Safe Environment:

- **100% SafeSport certification** mandatory for all coaches with annual renewal
- Ongoing training to prevent misconduct and abuse
- Safe and respectful environment for all participants

Financial Accessibility

Annual Scholarship Investment:

- **\$85,000+ in fee assistance annually**
- Opens our club to talented athletes who could not otherwise afford high-level play
- Ensures talent and commitment—not financial resources—determine access

Socioeconomic Analysis:

- Annual assessment of member households
- Informs pricing and scholarship budgets
- Ensures equitable access to elite opportunities

Scholarship Coverage:

- Awards ranging from **25% to 100%** of player fees based on demonstrated need
- Confidential application process evaluating family financial situation
- Merit scholarships for exceptional talent
- Community partnership program for additional funding
- Work-study options: families contribute service hours in exchange for fee reduction

Educational Support

College Information Nights:

- **Three annual college information nights** for boys and girls
- Focused on applications, financial aid, and scholarships
- NCAA rules and timeline education

Women in Sports Initiative:

- Dedicated "Women in Sports" night empowering young female athletes
- Dialogue around health, mindset, and nutrition
- Female athlete mentorship from alumni
- Addressing unique challenges facing women in sports

Targeted Outreach:

- Dedicated outreach to underrepresented communities
 - Increases program diversity
 - Expands access to underserved areas
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12. COACH EDUCATION & DEVELOPMENT

Coaching Education Requirements

Sporting California USA maintains rigorous standards for our coaching staff:

Minimum Licensing:

- All competitive team head coaches must hold at least **USSF C License** or equivalent (UEFA B, etc.)

Premier/National Team Requirements:

- Coaches of our highest-level teams must possess **USSF B License or higher**

Continuing Education:

- All coaches must complete a minimum of **25 hours of continuing education annually**

Mandatory Certifications:

- **SafeSport Certification:** Mandatory for all coaches with annual renewal
- **First Aid & CPR:** Required certification with biannual renewal
- **Background Checks:** Comprehensive screening conducted annually

Ongoing Coach Development Programs

We invest heavily in the continuous improvement of our coaching staff:

License Advancement Program:

- Financial support covering **75% of licensing costs** for coaches committed to advancing their qualifications
- Supports pathway from grassroots to advanced licenses

Quarterly Coaching Symposiums:

- Internal workshops featuring guest presenters
- Collaborative problem-solving sessions
- Knowledge sharing across all coaching levels

Coach Mentorship Program:

- Pairing developing coaches with experienced mentors
- Personalized growth and development
- One-on-one guidance and support

Video Analysis Training:

- Specialized education on using Hudl, Pixelot, and Trace technologies effectively
- Maximizes player development through technology

International Coaching Exchange:

- Annual opportunity for selected coaches
- Observe training methods at partner clubs in Europe and South America

Female Coach Development Initiative:

- Dedicated resources to increase representation of women in coaching positions
- Currently maintaining **40% female representation** in coaching staff

Coaching Assignments & Philosophy

Assignment Process:

- Coaches assigned based on technical expertise, experience level, and alignment with club philosophy
- Each age group has a Director who oversees curriculum implementation and provides mentorship

Consistent Philosophy:

- Blue-collar, multi-dimensional, attacking-minded philosophy implemented across all teams
- Coaches maintain autonomy to bring personality and expertise while adhering to core principles

The 1.5 Rule:

- All coaches do 100% of their own job plus 50% of supporting their peers
- Creates collaborative culture of continuous improvement

Core Values Alignment:

- All coaches must demonstrate commitment to Inspiration, Belief, Determination, and Dedication
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13. VIDEO & STATISTICAL ANALYSIS TOOLS

Sporting California USA utilizes cutting-edge technology and analytics to enrich player development and give teams a competitive edge:

Hudl - Video Analysis Platform

Capabilities:

- High-definition video analysis for frame-by-frame technical review
- Allows athletes and coaches to review gameplay footage and technical elements
- Visual learning enables deeper strategic understanding and skills refinement

Player Development Applications:

- Individual technical analysis and correction
- Tactical decision-making review
- Self-assessment and reflection
- Highlight reels for recruitment purposes
- Goal-setting based on video evidence

Implementation:

- All games filmed and uploaded to platform
- Individual player playlists created for personalized development
- Weekly video review sessions
- Player access for individual study
- Integration into coach-player conversations

Pixelot - Performance Tracking

Capabilities:

- Supplies tracking data and performance metrics
- Provides tangible insights into each player's physical exertion, speeds, and movement patterns
- These data points fuel targeted training

Player Development Applications:

- Tracking physical performance metrics
- Identifying fitness levels and improvement needs
- Position-specific benchmarking
- Load management and fatigue monitoring
- Creating individualized conditioning programs

Implementation:

- Systematic data collection at games
- Quarterly physical performance reviews
- Comparison against position standards
- Integration with strength and conditioning programs
- Objective feedback on physical development

Trace - Comprehensive Platform**Capabilities:**

- Offers athletes and staff an all-in-one hub
- Upload game film, track fitness, analyze trends, set goals
- The platform promotes continuity across all our teams

Player Development Applications:

- Centralized hub for all player data
- Performance trend tracking over time
- Goal setting and progress monitoring
- Integration of video, statistics, and notes
- Parent and player access to development information

Implementation:

- All players U15+ have Trace accounts
- Regular updates with performance data
- Coach-player development conversations referencing Trace
- College recruitment profile integration
- Historical data for long-term development tracking

Impact:

Together, these technologies create a data-driven development environment where players receive objective feedback, coaches make informed decisions, and the club maintains consistent performance standards throughout all competitive levels.

14. COLLEGE & PROFESSIONAL RECRUITMENT SUPPORT

College Preparation Programming

College Advisory Program:

- **Three annual college information nights** covering applications, financial aid, and scholarship opportunities for both male and female athletes
- Understanding NCAA rules and timelines
- Creating digital profiles and highlight videos
- Communication strategies with college coaches
- Campus visit preparation

Showcase and Exposure:

- Strategic participation in elite showcase events attended by college recruiters
- **Hosting college ID camps twice yearly**, bringing coaches directly to our players
- Leveraging coach networks with **500+ college programs** across all divisions
- Creating recruitment timelines for each player
- Monitoring recruitment interest and managing process

Digital Portfolios:

- Comprehensive profiles for all players **U15 and above**
- Featuring performance data, video highlights, and academic information
- Utilizing Hudl, Pixelot, and Trace technologies
- Providing recruiters with detailed performance analytics

Women in Sports Initiative:

- Specialized programming for female athletes
- Dedicated "Women in Sports" night addressing opportunities for female players
- Discussions on health, mindset, and nutrition
- Female athlete mentorship from alumni
- Addressing unique challenges facing women in sports

Academic Integration:

- Emphasis on academic excellence as foundation
- Study hall and tutoring support available
- Time management skill development
- Balance of athletic and academic demands

Professional Pathway Development

Identifying Elite Talent:

- Early identification of professional potential
- Enhanced training opportunities for elite players
- Monitoring by professional club partners
- Creating pathways for exceptional talent

MLS & USL Partnerships:

- Established relationships with LA Galaxy, LAFC, and other MLS academies
- Established partnerships with MLS and USL professional clubs
- Regular scouting by professional clubs at our games
- Direct pipeline for exceptional talent to professional environments

Professional Preparation:

- Mentality and professionalism development
- Media training and personal branding
- Contract and agent education
- Physical preparation for professional demands

Alumni Network:

- Active engagement with former players now playing collegiately
 - Active alumni network connects current players with graduates
 - Mentorship programs providing insider guidance through recruitment process
 - Ongoing relationships with professional players for mentorship
-

15. FINANCIAL STRUCTURE

Competitive Player Fees

National Program Fee Structure:

- **\$3,000 annual fee** (comprehensive fee covering all club-related expenses excluding travel)
- Ensures transparency and value

Fee Includes:

- Professional coaching
- Training facilities
- League registration
- Tournament entries
- Referee fees
- Uniform package
- Video analysis services (Hudl, Pixelot, Trace)
- Performance tracking
- College advisory services
- Strength and conditioning programs

Scholarship Program

Sporting California USA is committed to making elite soccer accessible to talented players regardless of financial circumstances:

Annual Scholarship Budget:

- Over **\$85,000 distributed annually** based on financial need and merit
- Strategic investment in talent and diversity

Socioeconomic Analysis:

- Yearly assessment of member households to inform scholarship allocation
- Ensures equitable access to elite opportunities

Application Process:

- Confidential application process evaluating family financial situation
- Privacy and dignity maintained throughout process

Scholarship Coverage:

- Awards ranging from **25% to 100%** of player fees based on demonstrated need

- Tailored to individual family circumstances

Merit Scholarships:

- Limited number of performance-based scholarships for exceptional talent
- Recognizes and rewards outstanding ability and commitment

Community Partnership Program:

- Additional funding available through community sponsor partnerships
- Expands scholarship pool and community connections

Work-Study Options:

- Opportunities for families to contribute service hours in exchange for fee reduction
- Allows families to be active participants in club operations

Diversity Focus:

- Targeted outreach to underrepresented communities to increase program diversity
 - Ensures club reflects the communities we serve
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16. GEOGRAPHIC FOOTPRINT & SCALE

Organizational Reach

14 Chapters across California and Nevada

17 Total Locations serving diverse communities

1,600+ Active Players across all age groups and competitive levels

100+ Competitive Teams participating in elite leagues and tournaments

15 Teams in Coachella Valley region (opportunity for Elite Academy expansion)

37-Year Legacy - By the Numbers

Championship Success:

- 10 USYS National Championships
- 4 Nike Manchester United Cup Championships
- 2 ECNL National Titles
- 3 USL Super Y League Championships
- 7 Dallas Cup Championships
- 50+ California State Cup Championships
- Multiple Far West Regional Championships
- Multiple Surf Cup Championships

Player Development:

- 24+ Professional Players Developed
- 10+ National Team Players (multiple countries represented)
- 500+ College Players Placed
- \$10+ Million in Athletic Scholarships Earned
- 95% College Placement Goal
- 50% Scholarship Support Target
- 5-10 players annually in U.S. Youth National Team pools

Organizational Investment:

- \$85,000+ Annual Scholarship Investment
- 75% Financial Support for Coach License Advancement
- 40% Bilingual Hispanic Coaching Staff
- 40% Female Representation in Leadership
- 100% SafeSport Certification

Coach Development:

- Minimum USSF C License Required for all competitive coaches
- USSF B License or higher for premier teams
- 25+ Hours Annual Continuing Education Required
- Quarterly Coaching Symposiums
- Coach Mentorship Programs
- International Coaching Exchange opportunities

Technology Integration:

- Hudl video analysis for all competitive teams
- Pixelot performance tracking at games
- Trace comprehensive platform for U15+ players
- Digital portfolios for college recruitment
- Data-driven player development

College Recruitment:

- Relationships with 500+ college programs nationwide
- Three annual college information nights
- Two college ID camps annually
- Women in Sports initiative
- Comprehensive recruitment support for all eligible players

Financial Structure:

- \$3,000 national program fee (comprehensive, excluding travel)
- Transparent fee structure with clear value proposition
- \$85,000+ annual scholarship budget
- 25%-100% scholarship coverage available based on need
- Work-study options for family participation
- Community partnership funding opportunities

Business Stability:

- 37 years of continuous operation
 - 30+ year business relationships with partners and affiliates
 - Proven financial sustainability
 - Strategic growth planning
 - Multi-chapter operational excellence
 - Strong executive and technical leadership structure
-

CONCLUSION

Sporting California USA represents 37 years of unwavering commitment to excellence in youth soccer development. From our four core values—**Inspiration, Belief, Determination, and Dedication**—to our comprehensive approach addressing technical, tactical, physical, and psychological development, we have created a club culture that produces champions on and off the field.

Our track record speaks for itself: **10 USYS National Championships, 7 Dallas Cup titles, 24+ professional players including USMNT regulars and MLS stars, 500+ collegiate athletes earning \$10+ million in scholarships**, and most importantly, **quality people who contribute positively to their communities**.

We have proven we can compete and win on any platform. We have proven we can develop professional and collegiate players. We have proven we can operate with fiscal responsibility while investing heavily in accessibility. We have proven we are committed to long-term excellence, not short-term opportunism.

We don't just develop soccer players—we forge champions, build character, and transform communities.

**SPORTING CALIFORNIA USA: FORGING CHAMPIONS, BUILDING CHARACTER,
TRANSFORMING COMMUNITIES**

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