



Winnipeg South End United Soccer Club Annual General Meeting Report 2014

May 27, 2014







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I. President Report

Introduction

The Winnipeg South End United Soccer Club (WSEU) is a private not-for-profit corporation committed to the development and operation of youth soccer programs and leagues for soccer players within the Winnipeg South-End District. WSEU also represents its members at the Winnipeg Youth Soccer Association (WYSA) and Manitoba Soccer Association (MSA), working with both organizations to improve soccer programming within the District.

WSEU is governed by a volunteer Board of Directors with a broad cross-section of professional experience that contributes to the success of the soccer club. This diversity of experience and knowledge continues to be a tremendous asset for WSEU and its members.

Review of 2013/14 (ending Jan 2014)

The 2013 indoor and outdoor season proved to be a challenging but also positive year for WSEU and its members. Actions were put in place that allowed both the District and its member Community Centres to begin moving forward from a rather difficult relationship created through significant misinformation and mistrust that has frustrated volunteers, wasted time and resources and raised positions that severely tested and challenged the District's ability to serve its members. The distractions caused by these fractures have the most detrimental impact on our most important participants, the youth players of our District for whom our soccer club was created to serve and benefit.

Despite the challenges, there have been numerous positive outcomes that have arisen during the past year. Those successes are the by-product of a dedicated group of volunteers, both past and present, and committed staff that contributes countless hours towards the work of the District and its member Community Centres. Volunteer coaches, team managers, parent liaisons, soccer conveners, paid staff, board members and others looked past the challenges and continued to provide excellent programming for the youth of our District.

A few highlights from the past year include:

- Increased player registrations at both the Recreational and Competitive level, contributing to the soccer club's growth, which has supported the introduction of enhanced levels of programming and support.



- The introduction of Hadyn Sloane-Seale as WSEU Technical Director and the elevation of Herman (Nano) Romero as WSEU Academy Director, providing technical stability to the District after many years of turmoil in this area. Their contributions and those of our administrative and technical staff at WSEU have significantly enhanced the administrative and technical resources available to our players and coaches, improving the quality of training and skill development available to our players and their families.
- The implementation of the Long Term Player Development Program at ages U9/10, which brought standardized fields and goals to play at this level, through the cooperative efforts of WYSA and the Districts.
- Self-sufficiency for each area and level of WSEU programming, ensuring a strong foundation of cost accountability that will contribute to future stability and transparency.
- Improvements to WSEU's financial position that have placed the soccer club in a position to increase its investment in programs and volunteer training, strengthening the quality of the services it provides to its members.
- Important and vital improvements to communication and cooperation between the District and its member Community Centers, leading to greater understanding of the needs and contributions provided by both parties.
- Initiation of important discussions with respect to governance that will begin to bear fruit with some of the changes that are being proposed for ratification at this AGM.

Each of these successes speaks to the broad desire of every participant at WSEU to build a strong and vibrant future for the District and its members.

Volunteers

We must all recognize that the challenges of 2013 have taken a tremendous toll on our volunteers, and our Board of Directors has seen several members move on or express a desire to move on as a result. The turmoil of the past year has not been a fair representation of the time and effort that these individuals have put into serving either our youth or the members of our District, or the tremendous results of that effort.

WSEU has been fortunate to have committed Board members who recognize that serving our youth involves much more than showing up at ten meetings a year to review reports and make a few decisions. The willingness of our Board members to dig in and



become involved in the daily work need to make soccer within WSEU prosper and grow is testimony to their dedication. I want to take a moment to acknowledge and thank Brett Carter (President), Genevieve Michael (Secretary), Andrew Robertson (Member-at-Large) and Maria Grande (Member-at-Large) for their hard work and dedication this past year. I also want to acknowledge the pending departure of Bill Ladyman (Recreational Chair and Premier Girls Chair), who has worked diligently over the past couple of years to support our Recreational and Competitive programs.

It is unfortunate when circumstances conspire to create a situation that is neither constructive nor productive in meeting the goals of our organization. The consequence of this is that departing volunteers become increasingly more difficult to replace, further stressing those that remain. All need to recognize that this is our present situation at WSEU. The volunteers of our organization are stressed and they need much more than opinions and competing desires for power and control. They need active hands and willing hearts to work alongside with them as they strive to make our programs function in an efficient and cost-effective manner that increases the enthusiasm for soccer among our families and youth. An injection of positive energy will help us resolve our differences and promote compromise and goodwill that amplifies our similarities and lessens the separation of our differences.

One of the proposals being considered by our Governance Committee is the direct selection of three Directors by the member Community Centres participating in Recreational programs and the direct selection of three Directors by the families participating in our Competitive programs. The objective of this proposal is to seek more direct involvement and responsibility for support of our Directors and the Board from within our membership, but it cannot succeed unless our members step forward and support a positive environment that encourages capable and objective people to seek participation in the governance of our District.

Representation at WYSA and MSA

WSEU Board Members continue to actively attend and represent District and Member interests at WYSA and the MSA. Many changes continue to evolve across both organizations and more are anticipated as the MSA unveils a new governance model that provides youth soccer with a representative voice at the MSA. Working with WYSA and the MSA represents a substantial workload for our volunteers and the number of meetings and touch points continues to expand. WYSA is also examining the future of soccer in Winnipeg and many difficult discussions related to programming, resourcing and representation are in progress that will impact the District and its members.

WSEU's Recreational Chair continues to work actively on behalf of the Community Centres participating in WYSA league play and remains in frequent contact with



Community Club Conveners and WYSA Staff to communicate, advocate, mediate, facilitate and support the Community Club Conveners.

The CSA has directed the MSA and its member organizations to implement Long Term Player Development (LTPD) within the Province of Manitoba. Those plans are moving forward with implementation through U11 in the 2014 outdoor season. The first year of implementation of the Long Term Player Development (LTPD) at the U9/10 ages consumed a great deal of energy and created some confusion. Some of the changes were clearly evident such as the standardization of field sizes and goals, which were facilitated and purchased through a cooperative effort between WYSA and the Winnipeg Soccer District that allowed fourteen(14) sets of goals to be put in place across the WSEU District during 2013. Full implementation of LTPD up to U12 is anticipated for 2015 and WSEU will continue to work at keeping our members informed throughout the process.

Financial Position and Programming

Over the past four years, the Board of Directors has followed through on a strategy to manage expenses, strengthen revenues and rebuild the financial viability of WSEU. This strategy has paid tremendous dividends and today, your soccer club is in the strongest financial position that it has been since its inception in 2005. WSEU's commitment to providing accountability in its finances has resulted in self-sufficiency for all program areas, resulting in fair and equitable cost allocation for the expenses incurred by the soccer club.

As a result, WSEU can now begin to consider how to invest in our soccer programs and improve the quality of programming that we provide to our players and families. The principles adopted over the past several years will continue to serve the club well as we expand our programming and seek to improve the quality of our services to our members.

The first signs of this investment began to emerge in 2013 with the addition of Hadyn Sloane-Seale as WSEU Technical Director. Hadyn has brought rigor and purpose to our training programs, instilling a strong desire to enhance the quality and competitiveness of our Developmental and Premier programs. Further to this, enhancements to the WSEU Academy implemented in 2013 and expanded in 2014 provide for the foundation for the strongest player development program in Manitoba. The affordable cost and low player to instructor ratio provided by this program is a by-product of WSEU's investment in our youth. The addition of Paul Thompson at the end of the 2013/14 fiscal year enables WSEU to take the next step in the development of our coaches at both the Competitive and Recreational levels, providing greater support for volunteer coaches at all levels from Mini-Soccer to Premier.



The WSEU Board of Directors is committed to providing a safe and positive environment for our children to play soccer. Our goal is for the youth of our District to have fun, improve their skills, learn respectful behavior towards their teammates, opponents and officials and become contributing members of our community that continue to give back to society as they move through life. When we see such positive results, the thousands of volunteer hours that have accumulated by all of us, is worthwhile.

While I am sad to see hard working and contributing Board members leave to pursue other opportunities in their lives, I am also excited by the prospect of new volunteers stepping onto the Board and contributing to the continuance of a strong future for WSEU. My goal is to strengthen the governance model of WSEU over the coming year and develop a positive environment that provides benefits to all of our members through clear recognition and appreciation of their contributions to our organization.

In closing, I would like to thank the Board for its support during my first year as President. I could not have stepped into the role of President and achieved the success we have experienced at WSEU over the past year without the hard work and leadership demonstrated by Brett Carter during his time as President, or the tremendous support of the Board over what for me has been a tremendously busy and taxing year in my personal work life.

Submitted By:

Dale Friesen
President
president@wseu.ca



II. Vice-President Report

As a member of the Executive of the Winnipeg South End United Soccer Club (WSEU), the Vice-President provides support and guidance to the various Committee Chairs, and paid staff that oversee the full scope of activity and responsibility held by the Club. In the absence of the President, the Vice-President assumes responsibility for chairing meetings and authorizing day-to-day actions of the various Committees and paid staff employed by WSEU. The Vice-President also spends time representing WSEU at meetings of various associations and organizations, including both the Manitoba Soccer Association (MSA) and Winnipeg Youth Soccer Association (WYSA), in which the Club is either a member or engages actively in order to provide soccer-related services to its members. Finally, the Vice-President takes on special assignments related to areas of need within the organization in order to address specific concerns and/or items raised by the Board or the organization's members.

Highlights from the past year include:

- I was pleased and honored to be the representative and voice for both our Competitive and Community Centre (CC) members at WYSA, participating at the Annual General Meeting, regular monthly meetings and additional meetings. Topics engaged at these meeting ranged from Long Term Player Development implementation, officiating, league scheduling, inter-district jamborees, governance, finances, etc. In these meetings with other Districts, who also have representatives of both the competitive and CC programs attending, I learned that all Districts face similar challenges and all are working with their members and each other toward consistency, continuous improvement and excellence for the players and families they represent.
- Communicated and shared Club information with our competitive families when we held multiple in-person parent meetings at the start of both the indoor and outdoor seasons. It was a pleasure to meet so many of our parents in person and hear your accolades, concerns and hopes for the Club and the programs offered to your children.
- Ongoing discussions and work with our member CC's in the areas of governance and communication. This included meetings with CC Presidents, CC Convenors and the GCWCC. For additional information on communication, please see the Publicity Committee report.



- Ongoing research of other Clubs both inside and outside the city in search of best practices for general operations and special items such as, summer camps, tournaments, apparel and merchandise and special events.
- Took on some of the WSEU Secretary activities in the absence of a volunteer filling that role.
- Regular operating functions including staff support, completion and submission of documents, such as annual MSA membership applications, and responding to questions and concerns of members.

I would like to extend a thank you to the WSEU staff who work exceptionally hard to offer quality technical programs to our competitive players, support for our coaches and help keep the competitive and recreational programs operating by ensuring fees and invoices are paid, rosters are submitted, cards are stamped, registrations are completed, emails go out and questions are answered. Staff and volunteers work hand-in-hand to help make WSEU a top notch Club and to support the offering of CC soccer programs in the South District.

Thank you for allowing me to represent you over the past year. I encourage you to consider volunteering for your CC or the WSEU competitive program. Volunteers are needed and always welcome.

Submitted by:

Amber Ostermann
Vice-President
vicepresident@wseu.ca





III. Board Secretary Report

The Winnipeg South End Soccer Club Board of Directors meets monthly, typically on the third Thursday of each month to review Club business and establish Club policy on a wide variety of matters pertaining to operating structure, club administration and technical structure of soccer related program. A schedule of Board meetings is available on the WSEU web site, and members seeking to make presentations to the Board are encouraged to do so by contacting the WSEU office at least three weeks prior to a scheduled meeting.

The Board of WSEU has seen some movement over the past year, with transition of several incumbent members to other areas of responsibility, addressing key vacancies and responsibilities critical to the ongoing operation of the soccer club.

Board Position/Responsibility	Incumbent
President	Dale Friesen
Vice-President	Amber Ostermann
Treasurer	Robert Kolly
Secretary	Vacant
Equipment Chair	Karen DiPietro
Fields & Facilities Chair	Dale Friesen
Recreational Chair	Bill Ladyman
Premier Technical Chair – Boys	Mike Nardiello
Premier Technical Chair – Girls	Bill Ladyman
Referee Chair	Lynn Coleman
Discipline Chair	Robert Kolly
Fundraising/Sponsorship Chair	Lowell Laluk
Communications Chair	Amber Ostermann
Member at Large	Vacant
Member at Large	Vacant
Member at Large	Vacant
Member at Large	Vacant

Regular monthly meetings of the Board are attended by the WSEU Office Manager and Technical Director, who provide important information related to the ongoing daily activities of the club.



The Executive of WSEU consists of the President, Vice-President, Treasurer and Secretary, who bear responsibility for implementation of policy as over-sight for the day-to-day operations of WSEU's technical programs and administrative activities. The support of the Technical Director, Office Manager, Academy Director and other Board members is crucial to this activity. Executive are also largely responsible for representation at Winnipeg Youth Soccer Association (WYSA) and Manitoba Soccer Association (MSA) meetings and other soccer-related activities.

The Executive is also responsible for providing supervision and guidance to the Club's paid staff including the Office Manager, Technical Director, Assistant Technical Director, Academy Director and various part-time technical and administrative assistants.



IV. Finance Report

The past year at WSEU has been very positive, as the club has seen increases in program registrations over the prior year, which has strengthened the club's financial position. The Board continues to monitor costs to ensure the sustainability of the programming and ensure fair and representative cost allocation to the club's recreational, competitive and academy programming. These initiatives have resulted in WSEU being able to post a surplus over operating costs, enabling the club to achieve two important financial goals outlined at the last Annual General Meeting:

- Creation of a rainy-day fund to ensure long-term financial stability
- Assurance that rates charged to all programs are justified and set based on a reasonable cost recovery model

The Board is currently examining safe investment options for the rainy-day fund. One of the benefits of such a fund will be to allow the organization to stabilize fees charged for our programs, leveling year over year changes in fee structures imposed on the club by the Canadian Soccer Association, Manitoba Soccer Association, Winnipeg Youth Soccer Association and other organizations that impact the costing of services provided by the club. The Board has undertaken additional work to establish whether our cost structure allocates fees appropriately to the various programs, thereby ensuring that each program contributes adequately to recovery of the costs imposed on WSEU.

The Board of WSEU has retained BDO Canada LLP to review the soccer club's financial statements for the fiscal year ending, January 31, 2014. Copies of these statements are attached for to this report for review.

The following table provides a summary of revenues and expenses over the past four years, which supports the club's positive financial position after a prior period of significant losses and financial instability.

Fiscal Year Ending	Revenues	Expenses	Surplus/(Deficit)
Jan 2011	\$680,746	\$635,283	\$45,463
Jan 2012	\$700,799	\$677,962	\$22,837
Jan 2013	\$749,646	\$709,525	\$40,121
Jan 2014	\$801,170	\$762,659	\$38,511

The financial position of WSEU at the conclusion of the 2014 fiscal period was \$107,701 positive, representing a continued improvement in revenues and control of expenditures over the past four years.



Financial statements will be posted on the WSEU web site shortly after this Annual General Meeting, making them generally accessible to all members and our families.

Submitted by:

Robert Kolly

Treasurer

treasurer@wseu.ca



V. Financial Statements

**SOUTH END UNITED SOCCER
CLUB INC.
(Operating as Winnipeg South
End United Soccer Club)**

**Financial Statements
For the year ended January 31, 2014**

**SOUTH END UNITED SOCCER CLUB INC.
(Operating as Winnipeg South End United Soccer Club)**

Year Ended January 31, 2014

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700 - 200 Graham Avenue
Winnipeg MB R3C 4L5 Canada

REVIEW ENGAGEMENT REPORT

To the Board of Directors of
South End United Soccer Club Inc.

We have reviewed the statement of financial position of **South End United Soccer Club Inc.** as at January 31, 2014, and the statement of operations, change in net assets and cash flows for the year then ended. Our review was made in accordance with Canadian generally accepted standards for review engagements, and accordingly consisted primarily of enquiry, analytical procedures and discussion related to information supplied to us by the organization.

A review does not constitute an audit and, consequently, we do not express an audit opinion on these financial statements.

Based on our review, nothing has come to our attention that causes us to believe that these financial statements are not, in all material respects, in accordance with Canadian accounting standards for not-for-profit organizations.

BDO Canada LLP

Chartered Accountants

Winnipeg, Manitoba
April 17, 2014


SOUTH END UNITED SOCCER CLUB INC.
(Operating as Winnipeg South End United Soccer Club)
Statement of Financial Position

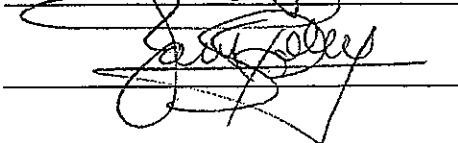
January 31, 2014

(UNAUDITED)

	2014	2013
ASSETS		
Current Assets		
Cash	\$ 101,471	\$ 56,854
Accounts receivable	<u>1,870</u>	<u>12,400</u>
	103,341	69,254
Capital assets (Note 3)	<u>4,360</u>	<u>6,069</u>
	<u>\$ 107,701</u>	<u>\$ 75,323</u>
LIABILITIES		
Current Liabilities		
Accounts payable	\$ 9,157	\$ 8,415
Deferred revenue	<u>-</u>	<u>6,875</u>
	<u>9,157</u>	<u>15,290</u>
NET ASSETS		
Invested in capital assets	4,360	6,069
Unrestricted	<u>94,184</u>	<u>53,964</u>
	<u>98,544</u>	<u>60,033</u>
	<u>\$ 107,701</u>	<u>\$ 75,323</u>

On behalf of the Board:


 _____ Director


 _____ Director

The accompanying notes are an integral part of these financial statements.

SOUTH END UNITED SOCCER CLUB INC.
(Operating as Winnipeg South End United Soccer Club)
Statement of Operations

For the year ended January 31, 2014

(UNAUDITED)

	2014	2013
Revenue		
Registration fees		
Camps	\$ 450	\$ 11,777
Fundraising	-	11,236
Indoor season, competitive	158,156	135,331
Indoor season, recreational	146,674	145,160
Outdoor season, competitive	222,633	176,061
Outdoor season, recreational	186,352	175,498
Referees	600	350
Summer Academy/All-Stars/DTC	25,009	25,858
Tryouts	13,550	12,915
Winter Academy/All-Stars/DTC	28,183	29,042
	781,607	723,228
Refunds	-	(132)
	781,607	723,096
Other	11,884	16,235
Province of Manitoba Grant - Green Team	7,679	10,315
	801,170	749,646
Expenses		
Administration		
Amortization	1,709	1,731
Bank charges	13,253	10,399
Honorariums	2,910	6,365
Insurance	833	528
Office and sundry	8,131	7,364
Professional fees	15,471	7,778
Rent	17,640	16,170
Salaries	152,772	82,411
Telephone	760	756
Travel	-	3,850
Website	3,754	3,041
	217,233	140,393
Banquets	11,409	14,214
Coaching fees	866	55,569
Fields and facilities	89,377	79,748
Program fees	332,880	323,106
Promotions	11,469	4,664
Referees	28,224	30,406
Soccer uniforms and equipment	66,563	56,241
Training and certificates	4,638	5,184
	762,659	709,525
Revenue over expenses	\$ 38,511	\$ 40,121

The accompanying notes are an integral part of these financial statements.

SOUTH END UNITED SOCCER CLUB INC.
(Operating as Winnipeg South End United Soccer Club)
Statement of Changes in Net Assets

For the year ended January 31, 2014

(UNAUDITED)

	<u>Invested in Capital Assets</u>	<u>Unrestricted</u>	<u>2014</u>	<u>2013</u>
Balance, Beginning of year	\$ 6,069	\$ 53,964	\$ 60,033	\$ 19,912
Revenue over (under) expenses	<u>(1,709)</u>	<u>40,220</u>	<u>38,511</u>	<u>40,121</u>
Balance, end of year	<u>\$ 4,360</u>	<u>\$ 94,184</u>	<u>\$ 98,544</u>	<u>\$ 60,033</u>

The accompanying notes are an integral part of these financial statements.

SOUTH END UNITED SOCCER CLUB INC.
(Operating as Winnipeg South End United Soccer Club)
Statement of Cash Flows

For the year ended January 31, 2014

(UNAUDITED)

	2014	2013
Cash Flows from Operating Activities		
Revenue over expenses	\$ 38,511	\$ 40,121
Adjustments for		
Amortization	1,709	1,731
	40,220	41,852
Changes in non-cash working capital balances		
Accounts receivable	10,530	(11,980)
Prepaid expenses	-	3,045
Accounts payable and accrued liabilities	742	(7,085)
Deferred revenue	(6,875)	6,875
	44,617	32,707
Cash Flows from Investing		
Purchase of capital assets	-	(3,847)
Increase in cash	44,617	28,860
Cash, beginning of year	56,854	27,994
Cash, end of year	\$ 101,471	\$ 56,854

The accompanying notes are an integral part of these financial statements.

SOUTH END UNITED SOCCER CLUB INC.
(Operating as Winnipeg South End United Soccer Club)
Notes to Financial Statements

For the year ended January 31, 2014

(UNAUDITED)

1. Nature of Operations and Summary of Significant Accounting Policies

Nature and Purpose of Corporation

South End United Soccer Club Inc. is a not-for-profit organization incorporated without share capital under *The Corporations Act of Manitoba* on November 9, 2005. As such, it is exempt from paying income taxes.

The organization's function is to develop and operate a complete soccer program and league for soccer players of any age including providing programs under which players, coaches, referees and parents associated with the club can increase their knowledge and skills while having fun playing the world's most popular sport.

Basis of Accounting

These financial statements have been prepared in accordance with Canadian accounting standards for not-for-profit organizations.

Capital Assets

Capital assets are stated at cost less accumulated amortization. Amortization of furnishings and equipment is provided on a straight-line basis over their estimated useful lives of 5 years.

Revenue Recognition

The organization follows the deferral method of accounting for contributions.

Restricted contributions are recognized as revenue in the year in which the related expenses are incurred. Unrestricted contributions are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

Contributions restricted for the purchase of capital assets are deferred and amortized into revenue on a straight-line basis, at rate corresponding with the amortization rate for the related capital asset.

Registration fee revenue is recognized when invoiced and collection is reasonably assured. Other revenue is recognized in the period in which it is earned.

SOUTH END UNITED SOCCER CLUB INC.
(Operating as Winnipeg South End United Soccer Club)
Notes to Financial Statements

For the year ended January 31, 2014

(UNAUDITED)

1. Nature of Operations and Summary of Significant Accounting Policies (continued)

Voluntary Services

The organization is dependent upon the voluntary services of a large number of people. The value of these services is not recognized in these financial statements.

Financial Instruments

Financial instruments are recorded at fair value when acquired or issued. In subsequent periods, financial assets with actively traded markets are reported at fair value, with any unrealized gains and losses reported in income. All other financial instruments are reported at cost or amortized cost less impairment, if applicable. Financial assets are tested for impairment when changes in circumstances indicate the asset could be impaired. Transaction costs are the acquisition, sale or issue of financial instruments are expensed for those items remeasured at fair value at each statement of financial position date and charged to the financial instrument for those measured at amortized cost.

Use of Estimates

Financial statements prepared in conformity with Canadian accounting standards for not-for-profit organizations require management to make estimates and assumptions that affect the reported amounts of assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from these estimates.

2. Capital Assets

	<u>2014</u>			<u>2013</u>		
	Accumulated Cost	Amortization	Net Book Value	Accumulated Cost	Amortization	Net Book Value
Furnishings and equipment	<u>\$ 18,272</u>	<u>\$ 13,912</u>	<u>\$ 4,360</u>	<u>\$ 18,272</u>	<u>\$ 12,203</u>	<u>\$ 6,069</u>



VI. Recreational Committee Report

The WSEU Director of Recreational Soccer provides guidance and support to the Community Centres within our District on a variety of fronts, and the 2013 year was a busy one.

Convenor Meetings

WSEU hosted two convenor meetings after the 2013 AGM. The first was on November 28th and was attended by representatives from five Community Centres; the second was February 6th, with eight Community Centres represented. At each meeting WSEU provided updates from WYSA and WSEU along with the development of a top ten list of priorities as defined by the convenors. Their priorities were communicated to WYSA along with suggestions for rule changes, with several having been addressed already.

At the December meeting WSEU raised its concern that Community Centres had not submitted their representatives for the Governance and Communications Committees, and that it would therefore be difficult to complete the tasks assigned to those committees in advance of the AGM as a result.

Convenors were also made aware of indoor practice space that was being made available by WYSA, they were reminded about the WYSA survey, they were advised regarding the field marking reimbursement that was available, and as a result of their feedback an ITSports training session was scheduled and made available to each of them.

In February we reviewed outstanding action items, including finding Community Centre representatives for the Governance and Communication committees. WSEU advised that it was committed to the review, but that the limited time available likely meant that it would be difficult to update the by-laws in time for ratification at the AGM. However, WSEU did commit to updating the voting structure to ensure all Community Centres were represented as voting members and that the voting structure reflected the original intent of the by-laws post amalgamations.

In February we also provided an update on key dates for the outdoor season, reviewed the 2014 fee structure, discussed long term player development (LTPD) initiatives and their impact on recreational soccer, on coaching support available from WSEU, and discussed the development of a recreational player transfer process that would ensure consistency across Community Centres.



Community Centre representatives on the governance committee were in place in March. Work continues, however we completed the update to our voting structure, thus ensuring all Community Centres would be appropriately represented and had voting rights at the AGM.

While there is still work to be done, I am encouraged by the efforts of the committees and expect that the shared desire to complete a model that will serve youth soccer in our District for years to come will deliver a final product that will do just that.

Swap Meets and Team Formation

WSEU hosted swap meets for both the indoor and outdoor seasons to facilitate team formation providing for the transfer of players across Community Centres within our District to ensure all registered players had a team to play on. The process went smoothly this season, with the exception of a few changes made after the meeting. I encourage the Community Centres to agree to a policy on team formation that will ensure reasonable notice and commitment to families of children that are moving to teams outside their community while facilitating the transfer and payment process for the Community Centres.

As a follow up to team formation WSEU also facilitated the approval process for roster exemptions and special requests with WYSA.

Unfortunately we were not able to convene a coaches meeting, however convenors and coaches were provided with all of the information electronically, and I was able to answer questions for several coaches that did not contact their convenors.

Active Start

The Active Start Soccer Fests program is a Soccer Canada initiative designed to introduce the sport of soccer to youth in a fun-filled event for the whole family. The term Active Start comes from the first stage of Soccer Canada's Wellness to World Cup long-term player development model, designed to promote lifelong wellness through soccer by ensuring a fun playing experience for children, a suitable development pathway for youth and opportunities for lifelong participation.

The Winnipeg South End United Soccer Club (WSEU) was excited to host its first-ever Active Start Soccer Fest event at the Grant Park Athletic Grounds last year. Approximately 720 children between the ages of 9 and 12 on approximately 50 teams participated in the event.



4 x 4 Tournament

In September WSEU hosted its first 4 x 4 tournament with over twenty-one teams participating. It was an outstanding day enjoyed by all the participants. Thanks to Amber Ostermann and our Technical Director Hadyn Sloane-Seale for their efforts in making this event such a success.

Thank you!

In closing I would like to pass along my best wishes and thanks to all involved in our soccer program, as I will be stepping down at our AGM. Over the fifteen years I have been active in our soccer community as a coach, convenor and particularly over the last five I have served on the WSEU Board of Directors, I have witnessed first-hand the commitment of the convenors in our District to the delivery of our strong recreational soccer program and, as I have opened with each year at our first meeting, I would like to thank each of them for their efforts on behalf of all of the children playing soccer in their communities. The convenors' role is at times overwhelming, but the reward can be seen each time you drive by a soccer pitch and hear the sounds of the game coming from the field.

I would also like to thank each of the Directors of WSEU that I have had the pleasure of serving with. Their work generally goes unnoticed unless there is a problem, but their commitment to the entire soccer community is outstanding. I have enjoyed my time on the WSEU Board with each of you.

Finally, I would like to recognize Dale Friesen and Brett Carter who have tirelessly represented the interests of each of the soccer families involved in our soccer programs in their role as President of WSEU during my tenure on the Board. The commitment of time and their passion for the delivery of exceptional soccer programming has been to the benefit of each child playing in our community. As a parent of three boys that benefitted from their efforts I thank them, and as a convenor and WSEU Board member I would like to say that I appreciate everything they have done.

I wish all of you involved in our soccer programs all of the best, and hope that I have the opportunity to stay in touch.

Submitted By:

Bill Ladyman
Recreational Chair
recreation@wseu.ca



VII. Fields & Facilities Committee Report

The Fields and Facilities Committee is responsible for general oversight of the fifty plus outdoor soccer fields located within the Winnipeg South-End United Soccer District, along with direct care for approximately 16 fields used primarily for competitive play. The Committee liaises with the City of Winnipeg Parks and Opens Spaces Department on matters related to field maintenance and usage, working with the District Community Centers to maintain field markings and schedule usage of soccer fields for district-wide soccer play, including U9 – U18 WYSA league play at both the recreational and competitive levels.

Specifically, the Fields and Facilities Committee provides direct support to the District's Recreational, Premier-Developmental and Premier soccer programs, assisting with procurement of City of Winnipeg athletic field permits, determination of field requirements for league play, completion of spring and fall field layout, including initial and ongoing field markings, league formation and game scheduling (U9 – U12), field assignment and scheduling (U13 – U18), and providing support for field maintenance activities.

The District Scheduler works closely with the Recreation Committee, Community Centre Soccer Conveners and the Referee Committee to develop the format and schedule for U9 – U12 WYSA league play, which is run entirely by the Winnipeg South-End District. Services provided to the District by the Fields and Facilities Committee are facilitated through a combination of unpaid volunteers and paid contractors, who provide services related to game scheduling and field marking. During the summer months, Green Team summer students are used to maintain fields and conduct district-wide field audits to evaluate the condition of soccer fields within the District.

The last year marked the implementation of a process to reimburse Community Centres that have secured staff and equipment or external services to mark fields used for recreational league play within their catchment. Reimbursement was provided to Corydon, Waverly Heights, Richmond and St. Norbert Community Centres through this process. The new process provides for fair and reasonable allocation of field marking costs across the District, allowing Community Centres with a larger number of fields to adequately recover their costs.

The Fields and Facilities Committee procures and schedules indoor rental space at the University of Manitoba Max Bell Field House and Winnipeg Soccer Federation Indoor Soccer Complex for club training programs, premier/premier-developmental try-outs and team practices. Surplus indoor rental space is offered to the indoor recreational programs at cost. A lack of adequate indoor practice space continues to represent a



considerable challenge to soccer programming within the District, necessitating the use of school gymnasiums, which are becoming increasingly challenging to secure.

A key mandate of the Fields and Facilities Committee is the development of a positive working relationship with the City of Winnipeg Parks and Open Space Department. The goal of this relationship is to assist city staff in identifying key areas of need and lobbying for the necessary resources to maintain and improve outdoor soccer facilities across the District. With this in mind, the Fields and Facilities Committee continues to undertake annual field audits using Green Team summer staff, which are shared with the Parks and Open Space Department to raise priorities for maintenance and care in instances where field conditions are deemed unsatisfactory. This area also represents a key area of focus toward which Community Centres will need to direct resources in the coming years, as the District's outdoor fields are in need of ongoing improvement and maintenance.

Submitted by:

Dale Friesen
Fields & Facilities Chair
fields@wseu.ca



VIII. Referees Committee Report

Referee Clinics:

- One referee clinic was offered in April 2013 for new referees. Thirty-six referees attended the clinic. 18 new referees attend the April 2014 clinic held in preparation for the upcoming 2014 outdoor season. In addition, a pilot project “small sided” course was offered by MSA for 13 year olds that 5 new referees from WSEU attended. There were 17 (2011), 41 (2012), 36 (2013), 18 (2014) new referees attending the WSEU clinic over the past four years, which requires four (4) modules to be completed in order for the referees to become certified in Manitoba/Canada.
- Most new referees officiated the minimum six(6) games during the 2013 outdoor season required to receive a refund of their clinic fees. Nine of eighteen new referees for 2014 have officiated the minimum six(6) games this spring required to receive their refund.
- Two refresher clinics were held in April (2011, 2012, 2013, 2014) for returning referees.
- WSEU had a compliment of 92 referees for 2011, 106 (2012), 98 (2013), with 80 (2014) referees for the upcoming 2014 season. 25 past referees did not return for the 2014 season, citing a variety of reasons, with frustration over the conduct of parents and coaches being common.
- There were approximately 1400 games requiring referees in the WSEU district for the 2013 outdoor season. This total includes all youth Recreational League games (ages 9-18), Developmental League games (ages 10-12), Children’s Hospital Tournament games, WSEU District finals, and WYSA City finals.
- New for 2014, all referees will have to register for membership with both the MSA and CSA. Youth referee membership is \$35.00, which the WSEU Board has agreed to reimburse to any official once they have officiated 10 games. 43 referees are eligible for this refund.



Referee Mentoring:

- All new referees in 2013 were mentored by senior referees, with some second year referees also provided with additional mentoring. There were several referees responsible for the majority of the no-shows, and the Referee Committee has decided to put these referees on probation for the 2014 outdoor season.

Referee Assigning:

- Arbiter Sports is used for assigning officials for league games. The system is easier to use, and having the ability to use referees from another district or supply referees to another district is very helpful.
- The new LTPD format for U9-U11 has increased the number of games, challenging the availability of officials. Work is continuing to expand the number of officials and draw on other Districts for officials in order to ensure that officials will be available for all games in 2014.

Coaches Cards/ Player Cards:

- It has been brought to the attention of the Referee Committee's that some coaches have habitually not had their coaches' card with them for their scheduled league games in 2013.
- Referees have been instructed that a coach or player (U9 – U12 Developmental League), that does not have their card present for the game, will not be allowed to participate with their team until they can produce their card to the official.

Referee Abuse/Intimidation:

- The conduct and behavior of coaches interacting with referees continues to be an ongoing problem. 11 of the 25 non-returning referees in 2014 cited intimidating behavior as a principle reason for not returning.
- The Referee Committee is asking referees to document all incidents of intimidating behavior in 2014 regardless whether any action is taken. This will enable patterns of behavior by offending coaches, manager, etc to be monitored, so that referrals can be made to the Disciplinary Committee in instances where behavior is consistently problematic.



I would like to thank the WSEU Referee Committee, Mark Potter (Referee Assigner), Rebbekka Potter and Angela Gaspar (Referee Payroll) for their assistance in supporting our referees. If there is anyone interested in joining the Referee committee, or as a Referee Director (Certified preferably), please give one of us a call or send us an e-mail.

Submitted By:

Lynn Coleman
Referee Chair/Referee in Chief
referee@wseu.ca



IX. Equipment Committee Report

The responsibility for purchasing equipment required for the District's soccer programs is shared between the member Community Centres and the District. Equipment purchased for the Recreational programs is the responsibility of the Community Centres, with each Community Centre securing their own purchasing relationship. The District has the responsibility of purchasing equipment for the Competitive and Academy programs, utilizing a long-term relationship with Red Card Soccer and Adidas to purchase equipment for its Competitive programs at prices that are reasonable and competitive in the market.

Equipment was provided to all indoor/outdoor Competitive teams. Equipment supplied to each team is documented and the team coach/manager must sign the document indicating that they are in receipt of the equipment. After each season, when the equipment is returned documentation is reviewed and compared to what has been returned. This process enables the Equipment Manager to monitor WSEU inventory closely and ensure that all coaches are provided with the necessary equipment.

WSEU has secured sponsorship for its sublimated team jerseys that offset the cost of equipment provided to Competitive players. Equipment was issued per the technical team requests for the Academy Program suitable to the training goals of this program.

Submitted by:

Karen Di Pietro
Equipment Committee Chair
equipment@wseu.ca





X. Registrar Report

WSEU Competitive Team Registrations

Outdoor	2013	2014	Indoor	2012/13	2013/14
Division	Teams	Teams	Division	Teams	Teams
U9 Boys	3	3	U9 Boys	1	2
U10 Boys	5	5	U10 Boys	1	2
U11 Boys	4	4	U11 Boys	2	2
U12 Boys	5	3	U12 Boys	2	3
U13 Boys	PR-1/PD-1	PR1 -1/PR2-2	U13 Boys	PR-2	PR - 2
U14 Boys	PR-1/PD-1	PR-1	U14 Boys	PR-1	PR -1/PRD-1
U15 Boys	PR-1	PR1- 1	U15 Boys		PR -1
U16 Boys			U16 Boys	PR-1	
U17 Boys		PR1-1	U17 Boys		
U18 Boys	PR-1		U18 Boys		
Total	23	19	Total	10	14
Division	Teams	Teams	Division	Teams	Teams
U9 Girls		1	U9 Girls		
U10 Girls	4	2	U10 Girls	1	1
U11 Girls	2	3	U11 Girls	3	2
U12 Girls	3	2	U12 Girls	1	3
U13 Girls	PR-1/PD-1	PR-1 -1/PR2-1	U13 Girls	PR-1	PR -1/PRD-1
U14 Girls	PR-1/PD-1	PR1-1	U14 Girls	PR-1	PR-1
U15 Girls	PR-1	PR1-1/PR2-1	U15 Girls		PR-1
U16 Girls	PR-1		U16 Girls	PR-1	
U17 Girls			U17 Girls		
U18 Girls		PR-1	U18 Girls	PR-1	
Total	15	14	Total	9	10



WSEU Recreational Team Registrations

Outdoor	2013	2014	Indoor	2012/13	2013/14
Division	Teams	Teams	Division	Teams	Teams
U9 Boys	13	16	U9 Boys	2	3
U10 Boys	8	10	U10 Boys	3	2
U11 Boys	8	6	U11 Boys	2	2
U12 Boys	7	9	U12 Boys	3	2
U13 Boys	5	5	U13 Boys	3	2
U14 Boys	4	4	U14 Boys	3	2
U15 Boys	5	4	U15 Boys	1	3
U16 Boys	2	4	U16 Boys	1	1
U17 Boys	2	2	U17 Boys		1
U18 Boys		1	U18 Boys		
Total	54	61	Total	18	18
Division	Teams	Teams	Division	Teams	Teams
U9 Girls	13	10	U9 Girls		3
U10 Girls	7	11	U10 Girls	3	1
U11 Girls	8	7	U11 Girls	3	2
U12 Girls	9	7	U12 Girls	4	3
U13 Girls	4	7	U13 Girls	3	3
U14 Girls	5	5	U14 Girls	3	2
U15 Girls	4	5	U15 Girls	3	2
U16 Girls	4	3	U16 Girls	3	1
U17 Girls	4	1	U17 Girls	2	3
U18 Girls	2	3	U18 Girls	1	
Total	60	59	Total	25	20



XI. Publicity/Communication Committee Report

The mandate of the Publicity/Communication Committee is to coordinate communications and promotions to internal and external audiences including WSEU coaches, competitive program players and families, our member Community Centres (CC's) and their families, media and the general public. The intent is to keep families informed of WSEU activities and opportunities in a timely manner, raise the overall profile of the soccer club and its members, add to club spirit and foster pride among members. Our wish is to contribute to a positive environment for players and families to help keep them loving the game of soccer and registering to play at their chosen level of competition year after year.

To help promote the Club and its operations, our tasks include:

- Communications by Email, Social Media and on www.wseu.ca
- Overall Maintenance of www.wseu.ca
- Advertising
- Promotional Apparel and Merchandise (excluding equipment or uniforms)
- Signage
- Media and Press Releases

Over the past year, the Committee pushed out over 100 messages to our audiences on topics ranging from competitive program evaluations and registration to coaching clinics to activities and successes of our competitive and CC teams. We also regularly promote WSEU Academy, WSEU Mini-Academy, Summer Camps (offered in conjunction with our Men's League affiliate Lucania FC) and other programs available to players and the public. We rely on CC Conveners to share messages with CC coaches and families. Thank you for helping to keep soccer families informed.

In November 2013, WSEU created a Twitter account @WSEUSoccer. We currently have over 100 followers (and growing) and tweet program information almost daily. We also use this medium to regularly share news from WYSA, MSA and CSA. We are happy to follow and help promote our district CC soccer information and activities. If your CC has a Twitter account (and pushes out soccer messages), please follow us on Twitter and advise us at publicity@wseu.ca.

Other notable activities in the past year include the addition of new promotional items for sale and the streamlining of regular and repeated communications through the creation of templates for future use.



The Publicity/Communications Committee hope to continue to improve with plans for more updates to our website, ongoing communications to our members and the general public, Grant Park fields signage, and potentially more apparel and merchandise items. We are happy to support the WSEU Executive, Board and staff to get messages out to you. We look forward to continuing to share information with you to help make your experience with WSEU as informed and positive as possible. Please contact me with any ideas for promotions or communications. Volunteers are always welcome.

Submitted by:

Amber Ostermann
Publicity Chair
publicity@wseu.ca





XII. Office Manager Report

The WSEU Office Manager provides administrative support to 12 community centres and a competitive soccer club that collectively field 140 to 150 youth soccer teams during the summer outdoor season, with an additional 60 – 70 teams during the winter indoor season. The Office Manager is responsible for, or actively supports, organization and management of player/team registrations, competitive player evaluations and team formation, criminal record checks for volunteers, league registrations, and general preparations for the District's soccer teams working under the direction of the WSEU Executive Board of Directors. The schedule is dictated by several hard completions dates stipulated by various leagues and other organizations.

The office is open 9 am - 3 pm Monday to Friday and 9 am - noon on Saturdays to support league administrators, community centres, volunteers, players and their families. Evening hours are also added prior to the outdoor and indoor season to provide better support to the WSEU community.

The Office Manager attends Recreational "swap" and coaching meetings to provide support to new coaches, convenors and players in our recreational community.

Working in conjunction with Winnipeg Youth Soccer Association (WYSA) is important to ensure that all players are registered and coaching staff are clear of CPIC and CARS to maintain the safety and integrity of the soccer program for all involved.

Submitted by:

Eliana Vergara
Office Manager
officemanager@wseu.ca





XIII. Technical Committee Report

Overview:

There has been a lot of change in the competitive programming at WSEU this past year. We have made a significant shift in how we manage both training of players, and the development of coaches within the soccer club. We determined that building a better club environment for our players and parents required change, and those changes are now being implemented. Change is always difficult, but in order for the players in the District to move in a positive direction, such changes were necessary for the overall development of the players in the Competitive program.

Technical Staff:

The WSEU Technical staff consists of Hadyn Sloane-Seale, Technical Director, Paul Thompson, Assistant Technical Director, and Nano Romero, Academy Director. Thanks to a financial commitment made by the Board to improve the services offered to the players and coaches in the District, the club recently hired Paul Thompson to improve both the technical side and the coach development side of the district. As Paul becomes more familiar with WSEU, his involvement with coach development will extend to include the Recreational program, providing support for the training needs of our mini-soccer and recreational league coaches.

Players:

The new structure of training puts players at WSEU in an environment that allows them to interact with all of the coaches and players within a particular age group. This process helps to build camaraderie within the club and allows for the players to train with a variety of players and coaches in order to broaden their experiences.

Coaches:

An evaluation of coaching resources during the 2013 season led to the introduction of new and enhanced programming for the 2014 outdoor season. WSEU is offering in-house coach development courses to all coaches across the district, in an effort to improve the level of coaching to the benefit the players in our District. Our hope is that this evolution of WSEU's programming will benefit every player in the district as they participate at their skill level.



Academy:

WSEU’s Academy program underwent marked change in 2013 thanks to the direction and leadership provided by Academy Director, Herman (Nano) Romero. The organization and structure of the Academy has improved in leaps and bounds and further enhancements introduced in 2014 will reduce per player costs, improve instructor/player ratios and increase the availability and exposure of skill development training to a broader cross-section of the District’s competitive players. New programming introduced in 2014 makes Academy training mandatory for players in the critical skill development ages of 11 to 14. Players at these ages are ripe for technical instruction. The cost and player to instructor ratios are the best in the Province, a sign of WSEU’s commitment to developing its players.

Submitted By:

Hadyn Sloane-Seale
Technical Director
technicaldirector@wseu.ca
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WSEU U13G PR - City Champions

