

Executive Director's Remarks



"A Unified Voice for Youth Sports"

**Prepared by
Sally S. Johnson, Executive Director**

**Presented to the
NCYS Board of Directors and Membership**

**April 16, 2008
USOC Athlete Center ★ Colorado Springs
during PLAYS Conference**

National Council of Youth Sports

7185 SE Seagate Lane; Stuart, FL 34997
phone: 772-781-1452 • fax: 772-781-7298;
email: youthsports@ncys.org • website: www.ncys.org

Executive Director's Remarks

NCYS Annual Membership Meeting, April 16, 2008

"You are positive, inspired, passionate and zealous to the degree in which you eliminate negative motions from your life. Engage in mountaintop thinking, stretch forward in deliberation, and then act as if it were impossible to fail."

Sally S. Johnson, CSA



In order to bring everyone up to speed on all the good happenings at NCYS, I will highlight our key areas that have gained NCYS a valued reputation as the proven leader of the amateur youth sports industry. More detailed information is always available at www.ncys.org or by calling NCYS Headquarters.

National Center for Safety Initiatives (NCSI)

The National Center for Safety Initiatives is our flagship program!

This criminal background screening initiative first began with a nationwide movement to protect our children, volunteers, administrators, and organizations from the possible loss of personal or organization assets because of costly litigation.

We took our concerns to Capitol Hill where the NCYS was named by the U.S. Congress in the PROTECT Act of 2003.

At the request of our members, we created the *"NCYS Recommended Guidelines"*

We engaged the insurance companies into our child safety initiative in order to prove that our youth serving industry was taking on the responsibility, implementing best practices, and doing due diligence to protect against the liability exposure.

To further that goal, we helped create the National Center for Safety Initiatives (NCSI) in order to provide the very best national background screening service solely dedicated to youth serving organizations.

In early 2007, USOC released its policy requiring background searches on the official Games delegation staff in order to ensure a safe team environment at the Olympic, Paralympic, Pan American and Parapan American Games. The National Center for Safety Initiatives was selected to perform these background screening services.

The NCSI client list is solid and extensive. Background checks are one of the most important services the NCYS has ever offered to its membership. And we are proud to be the industry leader on complete and comprehensive criminal background screening program for youth serving organizations.

Advocacy/Government Relations

Last June NCYS held its CEO Summit & Legislative Fly-In Washington D.C. where U.S. Representative Mike McIntyre was the keynote speaker. The CEO Summit served as a platform for many pertinent & timely session debates. We concluded with a day of advocacy on youth sports issues where we met with dozens of U.S. Senators & U.S. Representatives on Capitol Hill.

NCYS carries the advocacy banner on legislative issues such as:

- Protecting the land so that it is not over-developed and is available for athletic fields and recreational facilities (Land and Water Conservation Fund (LWCF) including Urban Park and Recreation Recovery Program (UPARR) and Conservation and Reinvestment Act (CARA))
- Title IX: providing Sport Opportunities for Women
- Child Safety: Adam Walsh Child Protection and Safety Act and the PROTECT Act (National Council of Youth Sports is named as a key participant in the legislation)
- Youth Sports and Family Fitness: PHIT and Congressional Youth Sports Caucus message: encouraging healthy lifestyles through physical activity.
(Personal Health Improvement Today Act - PHIT "Active Kids, Healthier Lives")

We have become a regular resource in Washington D.C. for the U.S. Congress, their staffers and the Congressional committees. We are the "go-to" unified voice of youth sports and recognized as such on Capitol Hill.

STRIVE Awards

The National Council of Youth Sports (NCYS) is proud to present its 5th annual STRIVE Awards sponsored by Hershey's. STRIVE stands for Sports Teach Respect, Initiative, Values and Excellence. The STRIVE awards recognize coaches, administrators, officials and volunteers - from hometown communities with a local event like a pep rally, or a parade down main street, complete with elected officials from every level of government.

Nomination forms can be downloaded from website www.ncys.org or are forms and additional information is available at our booth here at the PLAYS Conference.

Certified Sports Administrator program

Another premiere NCYS program is our Certified Sports Administrator. CSA courses have been developed for NCYS by The George Washington University to benefit amateur sports administrators, coaches, and managers. They are conveniently offered online through the NCYS website as well as throughout the year at members meetings. Completion of all six courses earns one the prestigious CSA designation along with a signed and sealed Certificate from NCYS and GWU.

(Courses offered are: Marketing Sports Organizations; Sponsorship & Negotiations; Risk Management; Event Management; Funding Sports Organizations; and Management & Leadership of Sports Organizations.)

Here is just a sampling of our future programming...

VISA debit/gift card program

This new program is sponsored by Locker81 Fundraising Solutions owned by NFL great and Heisman trophy winner Tim Brown. The card processing company is FirstData which manages over 70% of all card processing. This is a clean, first-class, very credible program designed to safely bring in dollars for your organization and your members organizations. Remember it is a debit/gift card/prepaid program, there are no credit cards to get one into financial trouble. One simply uses a VISA debit card for their regular spending (gas, groceries) and simultaneously generates dollars for their organization. NCYS is actively assisting with the pre-launch that you will here more about in the coming months.

Internship program

Another new initiative on the horizon is an intern program that will match up college sports management students with member organizations needs all over the country. The first college signing on is University of New Haven Sports Management! I am certain there will be many colleges and organizations participating in this win/win program!

S.P.O.R.T.S Institute

NCYS will be continuing the popular grassroots regional meetings presented in conjunction with SportsEvents Magazine. NCYS is a co-sponsor providing much of the education. These meetings will serve as a platform for NCYS Local Chapters. S.P.O.R.T.S. stands for Sports Planners & Organizers Regional Trainning Seminars. Topics are presented in a high-energy educational environment for attendees to learn how to consistently produce highly successful sports events and exceed the expectation of participants, sponsors and volunteers.

Market Research

Great news! The much anticipated the 2008 *"NCYS Report on Trends and Participation in Organized Youth Sports"* is near completion! The report will show a 10-year comparison on total participation numbers as well as a breakdown by age and gender. The report will also provide key insight to the technology savvy and usage of our members. The results will provide important data and trends for all NCYS members to use in their planning and projections.

NCYS is well known for producing credible market research and this is a much sought after document. There is absolutely not a week that goes by without numerous inquiries for our research. No other entity produces such a publication by and for the organized amateur youth sports industry. We look forward to this document being completed and published on our website in May.

A most sincere thank you to Jim Woodward and weplay.com for their generous sponsorship. It is only with their gracious support that we are able to continue this important market research.

Weplay.com is a new online network for youth sports. It is exciting, it is different, and it complements what you may already be doing. It is fun and it is the wave of the future! (Sally introduce: Jim Woodman, weplay's Senior Vice President of Business Development – and weplay's Bill Richardson)

Membership recruitment!

The NCYS membership currently stands at 185 members. We hope you will join NCYS if you are not already a member. And if you are a member we hope you will ask others to join NCYS!

In closing

I would like to thank...

- the NCYS Board of Directors for their incredible dedication,
- our corporate partners for their solid commitment and untiring loyalty,
- and the membership for their everyday allegiance to serving children through safe, supervised and organized youth sports activities.

My heartfelt appreciation goes to each and every one of you who took the time out of your professional and personal lives to participate in this meeting. It is when we come together that we are stronger and the most effective in our mission.

NCYS is an untiring advocate for amateur youth sports issues making a positive difference for children of all backgrounds, genders, and economic diversities for a more wholesome society. Serving NCYS is an honor and a privilege. I sincerely thank you for the opportunity.



NCYS Mission Statement

The National Council of Youth Sports (NCYS) represents the youth sports industry by advancing the values of participation, and educating and developing leaders.

NCYS Vision Statement

To enhance the youth sports experience in America.