

Executive Director's Report



"A Unified Voice for Youth Sports"

Prepared by
Sally S. Johnson, Executive Director

Presented to the
NCYS Board of Directors and Membership

August 30 – September 1, 2010
Hilton Hotel & Conference Center ★ Branson, Missouri
S.P.O.R.T.S 2010

National Council of Youth Sports

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NCYS Annual Meeting
August 30 - September 1, 2010
Branson, Missouri

“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.”

By Sally S. Johnson

It is hard to predict the future of amateur youth sports but current trends give us bright hope and optimism that responsible industry leadership today will provide a safe and enjoyable place for our children and future generations to participate in healthy, active lifestyles tomorrow.

For the National Council of Youth Sports, we have weathered the worst recession in modern times with a bit of grace. With unwavering determination we took to our Strategic Plan as our guiding light providing vision and relevance, definition and direction to the ever rapidly changing youth sports environment. “Some people see things as they are and say ‘why’...we dream things that never were and say ‘why not’”.

Throughout the past year, we focused our priorities on identity, credibility and visibility as well as partnerships, funding, member services and organizational structure. Mentoring high ethical standards and honest behavior are paramount to the NCYS vision we aspire to, “To enhance the youth sports experience in America.” “The National Council of Youth Sports represents the youth sports industry by advancing the values of participation, and educating and developing leaders” is our mission and our purpose for existence.

We have recently launched a brand new website chock-full of resources for amateur youth sports programs and services. Please visit www.ncys.org often and see why NCYS is the “go-to” organization! As promised, we added some exciting new programs and services that help shape the NCYS and continue to provide fresh, pertinent, and added benefit to our members.

In this report I will highlight our key areas and flagship programs that have gained NCYS its valued reputation as the proven leader of the amateur youth sports industry. In many ways you will see a reflection of our new website with added commentary, remarks and explanations. Further information is always available by calling NCYS Headquarters at 772-781-1452 or by visiting our website at www.ncys.org.

MEMBERSHIP

The essence of this report must begin with Membership! Our members and those they serve are the reason NCYS exists. NCYS was founded in 1979 by the Sporting Goods Manufacturers Association. In 1988 we had 14 members. In 1998 we had 74 members. Today, September 2010, we boast nearly 200 member organizations that represent more than 60-million registered participants in organized youth sports programs!

There is nothing short of extreme pride for those who provide everyday allegiance to children through safe, supervised and organized amateur athletic activities.

The dedication of individuals involved in youth sports—the volunteers, the coaches, the officials, the local and national administrators, the staff on every level, the parents, and the awe-inspiring athletes—are amazingly inspirational.

This amateur youth sports industry is diversified in sport, in skill, in performance, in rules, and the list goes on and on. But philosophically we are at one with the common purpose – to enhance the youth sports experience in America for the betterment of youth, of sport and of society.



Please be an active part of the NCYS recruitment team and ask others to join the team of who's who in the youth sports industry. Everyone is welcome! Together we are a powerhouse of positive influence!

THE NCYS STRATEGIC PLAN

In December 1993, the NCYS Board of Directors embarked upon an aggressive planning process to give the organization new direction and release its first Strategic Plan in 1994. The original plan had a three-five year vision and each one refreshed on a regular basis. Vision 2010 provided a longer range vision taking the organization to the next level.

The plan is a living document available in its entirety on the NCYS website. It reflects a way of thinking and is an ongoing process. August 2010, the Board is once again revisiting its priorities and structure for its long-term success.

Strategic planning may be a tool for effectively plotting the direction of a company; however, strategic planning itself cannot foretell exactly how the market will evolve and what issues will surface in the coming days in order to plan your organizational strategy. Therefore, strategic innovation and tinkering with the 'strategic plan' have to be a cornerstone strategy for an organization to survive the turbulent business climate.

A respectful thank you to NCYS Board of Directors who leads the youth sports industry with vision, dedication, strategic thinking, and a responsible commitment. President Wanda Rutledge "Dr. W" is completely dedicated to the positive and practical advancement of the NCYS. Each one of the board members is outrageously busy with their own jobs but always make themselves available to assist with NCYS. These are remarkable, unselfish individuals who lead with a true passion, an open mind and great vision to be certain NCYS best serves the needs of our youth sports, youth-serving industry.

SAFETY & HEALTH

The NCYS Helps Keep Youth Sports Safe An Untiring Advocate for the Protection of Children

The National Council of Youth Sports (NCYS) - long known for tackling the big issues in youth sports - is an untiring advocate for the protection of children, and for eradicating criminal behavior in our organizations as well as society in order to make a positive difference for children of all backgrounds, genders, and economic diversities. In the spirit of keeping children safe by preventing, recognizing, and responding to situations both on and off the playing field, we hope all those who serve children will take on a responsible call to action to protect the children in youth-serving organizations and keep them safe.



NCYS proudly continues with its safety flagship program—criminal background screening—through the National Center for Safety Initiatives. In addition, this past year we have added several critical new safety and health programs with more on the horizon.

BACKGROUND SCREENING: Are You Doing Your Due Diligence?

National Center for Safety Initiatives (NCSI)

In 2005, following three years of research including amateur youth sports feedback surveys, industry-wide studies, meetings with government officials, white papers, and several summits with the NCYS and the insurance industry leadership, the National Council of Youth Sports announced its creation of the National Center for Safety Initiatives (NCSI) demonstrating its dedication to protecting and keeping our children safe.

National Center for Safety Initiatives (NCSI) is the country's leading resource for background screening services for non-profit and youth serving organizations. NCSI was created in cooperation with the National Council of Youth Sports with the mission of eradicating harm and protecting organizations from loss and is 100% focused on helping organizations who serve non-profits, youth and vulnerable populations.

NCSI is the choice of many of the greatest, most reputable sports organizations in the world including the United States Olympic Committee. NCYS is most appreciative of those groups who are active clients of NCSI (www.ncsisafe.com). They have done their homework and understand the vast distinction between conducting a 'background check' versus being committed to utilizing a fully-managed program that uses multiple sources of data with up-to-date, comprehensive criminal history information. There is a big difference.

While we wholeheartedly encourage youth serving organizations to be on top of their game with background screening we also place caution to which background screening company one contracts with. Using a vendor who might provide a 'great rate' but doesn't keep their information current and complete may actually do the organization and the children it serves more harm than good by providing a false sense of security.

The comprehensive background screening programs offered by NCSI have saved thousands of people from harm and millions of dollars in losses to organizations. NCSI handles ALL aspects of the screening process from start to finish saving an organization time, money and the legal issues associated with the many liabilities involved in background screening.

We know you want your organization to be a safe place for all concerned which is why we encourage you to review your background screening policies and procedures and your organization's codes of conduct. Having appropriate controls and best practices in place to protect against potential harm is paramount in avoiding devastating losses.

Background checks are one of the most important services the NCYS has ever offered to its membership. We are proud to be the industry leader on complete and comprehensive criminal background screening program for youth serving organizations. And we are most appreciative of NCIS' commitment to promoting safety, protecting the young athletes and our organizations.

NCYS Recommended Guidelines for Background Check Screening

The NCYS Recommended Guidelines[®] were created to assist those responsible for the children in youth programs to no longer have to reinvent the wheel of minimum standards for policies, procedures, and best practices.

In 2002, several of our member organizations were attempting to solve this problem individually yet there are no standards by which they could effectively and consistently protect themselves and their participants.

In order to provide coverage for youth organizations, insurance companies wanted to be assured that youth organizations were properly protecting themselves against the exposure, and yet our industry did not have a consistent means with which to evaluate the effectiveness of individual risk management programs.

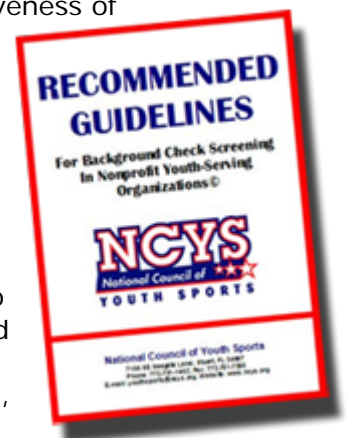
It became clear that the solution to this problem required an industry-wide approach. While criminal background check screening is just one part of a program to protect the safety and well-being of youth participants, it is a critical part and one that we began to address by developing NCYS Recommended Guidelines for our members and industry.

At the conclusion of a full day summit in April 2004, an overwhelming group consensus of industry representatives identified a void to be filled and asked the NCYS to respond with an action plan to address the verbalized needs. Participants expressed the concern that our children are our greatest assets, yet in youth programs children are unnecessarily exposed to harm because there was no consistent method to protect them from the harmful behaviors of predators and criminals. The expectations of the insurance industry, the courts, and parents is that youth-serving organizations will accept the challenge and implement the NCYS Recommended Guidelines and NCSI screening as their first-line of defense in the protection of the children under their care.

NCSI is the only background screening company endorsed by National Council of Youth Sports and licensed to use our publication, Recommended Guidelines for Background Screening in Nonprofit and Youth-Serving Organizations[®].

KidSafe Photographer (YSPNC) – new program!

The advancements in photography from film to digital imagery has created a wealth of opportunities for the youth sports photographers to better serve the photographic needs and wants of their most valued customers, the youth sports participants. On the one hand, these technological advances allow for a more effective and efficient operation. On the other hand the ease of manipulating digital photography along with the wide use of the internet has opened the door for disturbing illegal activity.



While the vast majority of photographers in the sports photography industry conduct their businesses ethically and professionally, there are some who have compromised the integrity and high ethical standards our industry demands. It is hard to believe but true that there are a few who have taken photographs of youngsters only to enhance them in an unethical, immoral and illegal way.

This is a problem the NCYS is addressing head-on. A photo industry network of committed professionals as well as national and international photography associations has created the Youth Sports Photography Network Connection (YSPNC) KidSafe Photographer program.

The NCYS has worked with YSPNC and its affiliates to eradicate this problem before it gets out of hand. At the forefront of this issue is the need to assure a kid safe environment in which our children can be fostered in good sportsmanship and learn the tremendous upsides from team fellowship and athletics.

The objective is to create and market a pipeline at www.YSPNC.com for teams and leagues to reference assuring them that their youth sports photographer has undergone a NCSI criminal background check and has done his/her due diligence in providing the organization the best possible peace of mind with professionalism and solid moral character principles.

The NCYS strongly encourages all those affiliated with the youth sports industry to be certain all youth sports photographers - professional photographers, parents with cameras, or sideline amateurs - have been recognized by the YSPNC, have submitted to a NCSI criminal background screening and have agreed to operate their business by a strict code of ethical behavior making a commitment to keeping kids safe.

RECOMMENDED SAFETY & HEALTH PROVIDERS

PSPN/PREFERRED Therapy Providers – new program!

Preferred Sports Provider Network (PSPN) is a network of contracted physical and occupational therapy practices who offer sports enhancement and injury prevention services. PSPN was created to bring awareness to the proactive athletic services their physical therapy practices provide and to share in the message of sports wellness and excellence.

PSPN is a service of PREFERRED Therapy Providers, Inc. and a respected partner of the National Council of Youth Sports

PSPN therapists are experts in strength, flexibility and agility improvement and injury prevention. They are offering these services at a discounted rate to NCYS members.

PSPN also provides tips and expertise from physical therapists and athletic trainers to the coaches, athletes, and parents of NCYS members through communications such as emails, webinars, and newsletters.



The National Council of Youth Sports (NCYS) is offering this new program as a resource to its members and their colleagues in the youth sports industry. These services, which are not normally covered by insurance, are being offered to athletes looking to improve their performance, increase their physical ability, to build strength, prevent injury and stay healthy.

As the demands of today's athletes' increase, the needs for specialized training for injury prevention as well as performance improvement also increase. The NCYS and PSPN believe this campaign will increase the awareness of injury prevention and sports performance resulting in a safer, healthier and more knowledgeable environment for athletes and organizations.

Heads Up: Concussion in Youth Sports

To help ensure the health and safety of young athletes, CDC developed the Heads Up: Concussion in Youth Sports initiative to offer information about concussions to coaches, parents, and athletes involved in youth sports.

The Heads Up initiative provides a tool kit on preventing, recognizing, and responding to a concussion. With clear, easy to understand language, the signs and symptoms as well as an action plan helps to identify and explain how to respond to a potential concussion.

And how about this! A "Heads Up: Concussion in Youth Sports" Clipboard Sticker for youth sports coaches has been developed by the CDC in cooperation with the National Council of Youth Sports. The "Heads Up" tool kit materials and additional information including a fact sheet, poster, the clipboard sticker and quiz are available from our safety page at www.ncys.org!

PUBLIC POLICY

Get Involved and Make a Difference!

NCYS Advocacy: A Unified Voice for Youth Sports

NCYS and its member organizations have a history as proven effective advocates for favorable public policy. The success generated by a collaborative industry approach goes a long way in establishing critical long-term communications opportunities to promote amateur sports and business issues in Washington.

NCYS continues to carry the advocacy banner on pertinent legislative issues. We applaud First Lady Michelle Obama's nationwide Let's Move! campaign to solve the epidemic of childhood obesity within a generation. And we strongly support legislation that empowers Americans to be active, healthy and fit making youth sports and family fitness more affordable.

- ◆ NCYS promotes tangible opportunities for member organizations to participate, collaborate, and engage in the legislative process, always seeking to maximize industry representation.
- ◆ NCYS produces legislative lobby days, encouraging members to come to Washington, DC, and visit with their Representatives on serious issues relating to our business.
- ◆ The NCYS network supports the amateur youth sports community in the legislative process by promoting legislation that will have a positive impact on our industry.
- ◆ Advocating for our members and promoting the value of the amateur youth sports industry to legislators and policymakers is an important priority for NCYS.
- ◆ With grassroots mobilization and participation there is power in numbers! Help us rally a grassroots coalition whenever there is public policy that affects our industry, advances our ethical values and good character, and enhances the youth sports experience in America.



SPEAK OUT! on important issues and contribute to legislation affecting fields and facilities, advocate for the protection and safety of our children, fight obesity, promote physical activity & fitness, and influence other important youth sports industry public policy. Get involved and make a difference!

FUNDRAISING RELIEF – new program!

‘Everyday Spending Becomes Everyday Funding’

SmartGivingCards.com/Sports

The purpose of this new program is to assist youth sports organizations with responsible and respectable fundraising solutions that provide for funds from the grass-tops national organizations to the grassroots local teams and leagues.

The program is sponsored by Locker81 Fundraising Solutions and owned by NFL great, Heisman trophy winner, successful businessman Tim Brown who has a sincere desire to give back to youth sports in a meaningful way.

There are two products that will provide organizations with residual income thus reducing - and eventually eliminating - the need to start over with a new fundraiser every year:

- Smart Giving Visa Debit Card (Prepaid)
- Smart Giving Visa Payroll Card

The Smart Giving Card program is a great way for youth sports organizations to responsibly raise money while the teams, leagues, coaches, parents, volunteers, staff members, friends and family use the Visa debit card for their normal day-to-day purchases. “Everyday Spending Becomes Everyday Funding” when the Smart Giving Visa Debit Card is used at retail stores, and for gasoline, groceries, entertainment, sporting goods equipment, online shopping, etc. as well as for team expenditures including registrations, insurance, uniforms, equipment, and team travel.

Already a huge success and it has just been launched, some organizations are mandating its use for payment to their orgs for registrations, etc. No one needs to sell popcorn or magazines or candles door-to-door. This is such a make-sense program.

Organizations with existing fundraising programs can be enhanced and earn the organization even more money when individuals and teams purchase the products with their Smart Giving Visa Prepaid Debit Card! This universal Visa card can be used anywhere, anytime and at the same time promote and raise much needed dollars for your organization.



The card processing company the largest merchant processor company, First Data, processing about 70% of the cards! It is a \$6.5 billion company, moving more than \$1.7 trillion annually. They have an extensive client list: Wal-Mart, Blockbuster, Starbucks, Burger King, McDonalds, Foot Locker, Best Buy, Sears, Disney, Dicks Sporting Goods, etc.

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 prepaid debit card program; there are no credit cards to get one into financial trouble. One simply uses a VISA debit card for their regular spending and concurrently generates dollars for their organization.

The right players with the right credentials and for the right reasons are now in place and I am thrilled to be a part of it all. For the first time, organizations staff, leaders, volunteers, coaches, managers, teams and leagues will be able to focus on quality youth sports programming versus fundraising. And the best news is that those who will benefit most are the children of all backgrounds, genders, and economic diversities as well as the sports industry and society at large.

TRAINING & EDUCATION

Why NCYS is Involved in Education

Providing Youth Sports Coaches and Parents with Quality Resources

The National Council of Youth Sports has excellent resources to enhance the personal and professional development of amateur youth sport leaders while staying current with the trends and meeting continuing education needs.

If you're like most sports enthusiasts, you have a desire to learn, gain experience, and self-improve. The NCYS has teamed up with providers to offer high-quality, online education courses and resources for our members.

Certified Sports Administrator (CSA)

The NCYS continues its partnership with internationally renowned The George Washington University (GWU) School of Business to develop a customized, flexible and affordable educational program that provides management-related courses to NCYS youth sports executives to address the existing market.



We know that the rapidly changing sports market is requiring more sophisticated marketing and greater fiscal responsibility from sports organizations. The courses are ideal for youth sports administrators, leaders, managers, volunteers, coaches, parents who do not have the time, resources, or opportunity to earn an advanced management degree.

Courses offered are: Marketing Sports Organizations; Sponsorship & Negotiations; Risk Management; Event Management; Funding Sports Organizations; and Management & Leadership of Sports Organizations. They are conveniently offered online through the NCYS website. Completion of all six courses earns one the prestigious CSA designation along with a signed and sealed Certificate from NCYS and GWU.

PlaySportsTV (PSTV) – new program!

With a growing need to provide youth sports coaches and parents with the necessary tools for educating youngsters PlaySportsTV.com has a nationally recognized library of online instructional videos in 18 youth sports available 24/7 to youth sports industry coaches, team managers and sports parents at www.playsportstv.com.

Earlier this year, the NCYS announcement this new partnership and offered a new resource for the youth sports industry, the "Sports Parenting Tip of the Month" video player. This educational tool is a customized video player that an organization can add to its web page. On a monthly basis thereafter, the video player is automatically updated with a new sports parenting/coaching tip. NCYS is providing this Sports Parenting Tip of the Month as a new benefit and service to its members making it simple and easy to pay it forward with sports parenting tips for the parents and families in their network.

Whether you are just beginning or increasing your range of skills and drills, PSTV instruction works for training at all levels. PSTV's materials can be effortlessly integrated to complement an organization's existing teams/leagues training.

On the horizon.....NCYS is excited to soon be launching a new Youth Sports Safety Course. Watch your email inbox and check in at www.ncys.org!

MEETINGS & EVENTS

By Participating Your Voice Just Got Louder!

Live, Learn, and Give New Meaning to Social Networking

NCYS STRIVE Program

These annual awards recognize coaches, administrators, officials and volunteers - from hometown communities throughout the United States - who have demonstrated a heartfelt passion, an enthusiastic commitment and a contagious spirit to help kids succeed in youth sports making a positive difference in the lives of children. Through their actions and professionalism, they demonstrate to young people that Sports Teach Respect, Initiative, Values and Excellence.

Youth sports play a vital role in the development of well-rounded youngsters by helping to teach children the importance of good sportsmanship, the rewards of hard work and practice, and the sweet taste of victory. The STRIVE Award recognizes the best of the best as America's hometown heroes. Cities and towns celebrate with pep rallies and parades down Main Street complete with elected officials.



Sponsorship opportunities are available! STRIVE is a real world program with real value! A great program with extraordinary publicity as well as a perfect springboard to drive corporate brand recognition and equity to all ethnic groups, all economic levels, all ages, all sports!

NCYS CEO Summit and Legislative Fly-In

NCYS brings together the amateur sports industry leadership to the U.S. Capitol in Washington, DC to:

- provide focused discussions of timely subjects,
- be an effective advocate in the legislative process,
- visit with U.S. Senators and U.S. Representatives to influence Congressional legislation.

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

The National Council of Youth Sports (NCYS) is a partner in S.P.O.R.T.S. 2010 with SportsEvents Magazine. S.P.O.R.T.S. is known for its one-of-a-kind town hall meetings. This is an open forum with a unique frank discussion format for industry leaders, grass roots organizers, amateur youth sports leaders, sports events planners, destination marketers and everyone in between to talk, question, and share. S.P.O.R.T.S. gives new meaning to social networking!

S.P.O.R.T.S. brings us out from behind our computers to unwind face-to-face and to do some real good business together. Clearly the strength of our industry lies in the collaboration and interacting with our peers. S.P.O.R.T.S. provides us the setting to be forward thinking and share our experiences and knowledge for the betterment of our common goals.

These high energy educational training conferences are moving across the country and gaining momentum! S.P.O.R.T.S. 2010 is the fourth such meeting following prior locations in Birmingham, Palm Beach County and Orlando.

Special thanks to SportsEvents Magazine for generously sponsoring the NCYS Board of Directors Strategic Planning meeting. The National Council of Youth Sports is a proud partner of S.P.O.R.T.S. and we appreciate SportsEvents Magazine's Publisher Talty O'Connor and his staff's commitment to the amateur youth sports industry.

MARKET RESEARCH

NCYS Studies Assist in Strategic Planning

“NCYS Report on Trends and Participation in Organized Youth Sports”

There is absolutely not a week that goes by without numerous inquiries for our research. NCYS is well known for producing credible market research and the *“NCYS Report on Trends and Participation in Organized Youth Sports”* study remains a much sought after document. No other entity produces such a publication by and for the organized amateur youth sports industry.

This study reveals a ten year comparison providing important data and trends in the marketplace. The *NCYS Report on Trends and Participation in Organized Youth Sports*, our latest edition serves as a useful tool for effective future planning and forecasting. The results of this trends study serves as a valuable resource for our members, market researchers, corporations, event destinations, marketing firms and PR agencies and to all those interested in trends and participation in organized amateur youth sports.

We surveyed the NCYS membership in 1997 and again in 2000 to present a broad measure of the scope of youth sports in the United States. An astounding 98% of the members responded to the 1997 survey and 100% of the members responded to the 2000 survey.



From our research, we learned the important role NCYS plays on behalf of the amateur youth sports industry. Technology practices, field & facility usage, and general trends in age & gender participation have provided invaluable insight into the youth sports industry. In addition, NCYS has utilized this information to further its advocacy work in the area of government relations & public policy issues such as: protecting the land for recreation facilities, child safety protection (PROTECT Act), and physical education, obesity & fitness issues.

The member organizations of NCYS who participate in these studies represent a wide range of local and national groups that conduct organized youth sports programs. The NCYS is appreciative to its members for taking the time to participate in this study.

THE NEW WEBSITE -- www.NCYS.org!

As time went on it became more and more apparent that a key strength of NCYS was that individuals, corporations, organizations, pr agencies, coaches, parents, administrators, marketing firms, etc. etc, etc. were finding NCYS the go-to organization for resources and services. It soon became crystal clear www.ncys.org serves as a valuable source for an amateur youth sports clearinghouse.

Yikes! We created a monster when the decision was made to NOT update/upgrade our website but rather to create a NEW one! The much anticipated NEW National Council of Youth Sports (NCYS) website went live just a few weeks ago. The website is current, exciting and full of new RESOURCES for the entire amateur youth sports industry.

The NCYS website is our “face” to the youth sports industry we represent, and our website drives new business to us everyday serving as our most valued area of communication, visibility, brand marketing, and source of expansion. Please visit the National Council of Youth Sports (NCYS) new website www.ncys.org and see all the awesome resources available to you!

SOCIAL MEDIA

NCYS looks forward to announcing a brand new social media sports community that will deliver a safe, family-friendly, social networking website connecting everyone involved in sports – athletes, coaches, parents, mentors, and sports enthusiasts of all ages, abilities, backgrounds, genders, and economic diversities – allowing them to all to interact and contribute to the athlete's success.

The website will be unique, fun, user-friendly and free. The sports social networking site at minimum will include:

- a powerful set of internet communication tools, resources and services;
- scheduling, tournament, and field/venue management tools for teams and leagues;
- registration and event management services;
- facilitating the interaction between leagues and regional or national sport organizations; and
- a comprehensive resource library that includes high quality online training videos, fitness tips, and safety information.



The social media company will have first-in-class integrity and be committed to providing a safe and secure site with layers of protection for athletes of all ages including secure sharing of photos, videos, blogs, scores, and statistics. Stay tuned.

PARTNERSHIPS

Throughout 2010 (and 2009), a large majority of our work has been focused on sponsorship/partnership recruitment. NCYS partnership opportunities are available to those desiring to achieve superior brand recognition by aligning themselves with responsible, ethical, credible, and reliable quality youth sports programming in America.

Partnerships/sponsorships are one of the best ways to create brand awareness, goodwill, advertise one's services, as well as reaffirm the company's reputation as a responsible corporate citizen in the business world. Cross-marketing company brands with others and all sharing in the partnership to support youth sports can provide added value without breaking the bank!

Hard work pays off. There are now dozens and dozens of corporations, marketing firms, PR agencies and the like who never heard of NCYS before who now have us on their radar screen! While we find most corporations still remain in a financial holding pattern, NCYS' identity, credibility, professional image, and visibility have hit an all-time high!

New partnerships, particularly within our amateur youth sports industry, have been formed with NCYS hearing words from others like "respect," "influential," "we like what you do and stand for" "impressive" regularly to describe their opinion of NCYS.

Collaboration and partnerships have expanded this year to other organizations/groups such as: the President's Council on Physical Fitness and Sports (and its affiliates groups); BattersUp USA; the National Physical Activity Plan; NATA's Youth Sports Safety Alliance, National Sports Marketing Network; participation in the USOC Olympic family meetings and working groups; Student's with Disabilities; e-PPE/the Pre-Participation Evaluation; and more!

While this financial crisis has taken its toll, I have to believe that the conversations, negotiations, positive business relationships with some major corporations over the past year-and-a half will prove to be productive for the profitable future of the NCYS.

IN CLOSING

It is such an honor to be able to share with you, the youth sports industry leaders, a piece of the excitement and joy that I live with and cherish each and every day. One of the joys of my job is to bring people within the industry together, to share successes and help build a pipeline with a flow of relevant information from the grass tops to the grass roots and from the grass roots to the grass tops.

This report is an attempt to highlight some of the activity among our top programs and projects. Obviously membership recruitment and retainment, marketing, administrative responsibilities, securing funding, responding to market research inquiries, public relations, building brand identity-credibility-visibility, staying current with advocacy issues, responding to our sponsors, creating partnerships, providing member services, developing leadership and solid organizational structure, promoting the programs, website maintenance, etc. etc. etc. are all just a part of the daily activity.

Thank you to our generous corporate partners whom we are so appreciative to. Without them, we absolutely would not exist. The people who comprise the sports industry are really unique. I am forever inspired by their dedication, determination, and untiring loyalty. It is this combined commitment of unwavering support that keeps my enthusiasm and passion at its peak motivating me to drive youth sports forward in an optimistic and constructive way.

While there are many challenges that lie ahead, clearly NCYS' identity, credibility, professional image, and visibility have hit an all-time high! As I said previously, as we emerge from this financial downturn, it will prove to be a strength of NCYS that there are now dozens and dozens of corporations, marketing firms, PR agencies and the like who never heard of NCYS before who now not only have us on their radar screen but are impressed with who we are and what we do.

It is when we share our knowledge that we discover the most. Everyday is a learning experience. Please continue to exchange good ideas, make new contacts, meet new people, and stay connected. It's easy to get lost behind our computers, PDAs, Blackberry's and Smartphones. Don't forget to pick up the phone, attend meetings in person and reach out. It is when we come together that we are stronger in our service and the most effective in our mission.

Thank you for all that you do each and every day to make a child's life more fun and more complete. And thank you for this extraordinary opportunity, honor, and extreme privilege to serve the National Council of Youth Sports.

Yours truly for the kids,

Sally S. Johnson

Sally S. Johnson, CSA
Executive Director
National Council of Youth Sports

BENEFITS & SERVICES

Enhancing the Youth Sports Experience

Providing the 'Gold Standard' of Services and Resources

- ◆ Be an active part of a powerful, unified, national voice that advocates the values and preserves the integrity of organized youth sports. Share organization management and leadership ideas with the "who's who in youth sports."
- ◆ Take advantage of the most credible, reliable, comprehensive, affordable and complete background screening program services with the National Center for Safety Initiatives.
- ◆ Funding relief! "Everyday Spending Becomes Everyday Funding!"
- ◆ Participate and reap the rewards from the STRIVE Awards: Sports Teach Respect, Initiative, Values and Excellence.
- ◆ Receive program discounts and benefits while being part of a membership representing more than 60-million registered participants in organized youth sports.
- ◆ Contribute to futuristic studies and research: "NCYS Report on Trends and Participation in Organized Youth Sports"
- ◆ Further your education; complete the NCYS Certified Sports Administrator program and receive your CSA designation!
- ◆ Attend the NCYS Leadership Training Conference to stretch your knowledge and enhance your opportunities through nationally recognized speakers, influential corporate contacts and sports dignitaries.
- ◆ Rally together as the NCYS voice on Capitol Hill advocating key legislative issues that influence and strengthen the youth sports industry.



Check out our NEW website!

www.ncys.org

NCYS: THE 'GO-TO' ORGANIZATION

Your Resource for Youth Sports

National Council of Youth Sports Is Enhancing The Youth Sports Experience!

Who We Are:

The National Council of Youth Sports (NCYS) comprises the who's who in the youth sports industry. Founded in 1979, the NCYS membership represents more than 185 organizations/corporations serving more than 60,000,000 registered participants / 44,000,000 actual boys and girls participating in organized youth sports programs. NCYS is the portal to the amateur youth sports industry.

What We Do:

The National Council of Youth Sports (NCYS) is well-known for advocacy in promoting safe environments and healthy lifestyles for stronger neighborhoods and communities. Credibility, integrity and vigilant visibility remain at the core of everything we do for our members and our industry. NCYS is unique and we pride ourselves on living up to our Strategic Plan as well as being respected by our members, the media, the government, corporate America and the leaders in and around our industry.



Why NCYS Exists:

The reason the National Council of Youth Sports (NCYS) exists is to enhance the youth sports experience in America for today and for generations to come! The NCYS reach is broad and deep into the grassroots of America's heartland. No other sport organization in America reaches more grassroots participants than the combined membership of the NCYS. The NCYS members are the gatekeepers, the key decision-makers, the power of influence and behavior, and the advocates for valued amateur youth sports participation.

Join Our Team:

Please take advantage of our "gold standard" resources. If you are already a member of the National Council of Youth Sports (NCYS), we thank you for your loyal support. If you are not yet member, please consider joining our team of who's who in youth sports. Visit www.ncys.org to conveniently join online or call 772-781-1452. Together we are a powerhouse of positive influence for the amateur youth sports industry for a safer, more wholesome society.



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.

"A Unified Voice for Youth Sports"

NCYS Vision Statement

To enhance the youth sports experience in America.