

# EXECUTIVE DIRECTOR'S REPORT



*NCYS is...*

*THE GOLD STANDARD GO-TO RESOURCE FOR  
THE YOUTH SPORTS INDUSTRY!*

PREPARED BY  
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PRESENTED TO THE  
NCYS BOARD OF DIRECTORS AND MEMBERSHIP

SEPTEMBER 9-12, 2013  
HILTON OCEANFRONT RESORT ★ DAYTONA BEACH, FLORIDA  
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# EXECUTIVE DIRECTOR'S REPORT



**NCYS Annual Meeting ★ S.P.O.R.T.S. 2013  
September 9-12, 2013  
Daytona Beach, Florida**

*“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***

**T**he State of the Youth Sports Industry is steadfast. We have every reason to be optimistic and know that through responsible leadership we will continue to provide a safe and enjoyable place for our children to participate in healthy, active lifestyles today and for generations to come.

The National Council of Youth Sports goal is to represent the youth sports industry by advancing the values of participation, and educating and developing leaders. Our mission is to lead the youth sports industry in promoting the value of participation through advocacy and education. High ethical standards and truthful behavior are paramount to the NCYS vision as we aspire to enhance the youth sports experience in America and we strive to be the leading voice for youth sports.

Often I begin my report with a single quote. This year I am finding two quotes so inspiring that I must share them both. “Be a yardstick of quality. Some people aren't used to an environment where excellence is expected.” Steve Jobs. And the quote that inspires me is “Management is doing things right; leadership is doing the right things.” Peter Drucker.

Each and every day the NCYS drive of perseverance, patience, optimism, pride, integrity, honesty, determination and relentless vision are paramount to its existence. Those are some of the adjectives that describe NCYS' map of success as we moved forward standing proud to be respected as the gold standard “go-to” resource for the youth sports industry!

This past year we have formed many new partnerships with the NCYS adding appropriate, useful and meaningful resources and benefits for our members in the youth sports industry. Each new program and service is exciting adding value and ease for our members. And each one is pertinent as a makes-sense initiative. A new resource must be purposeful and beneficial to the NCYS members and the youth sports industry. That is the NCYS commitment.

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 youth sports industry. Further information is always available by calling NCYS Headquarters at 772-781-1452 or by visiting our website at [www.ncys.org](http://www.ncys.org).

## MEMBERSHIP

The National Council of Youth Sports (NCYS) is well-known for its advocacy in promoting healthy lifestyles and safe environments for stronger neighborhoods and communities. Credibility, integrity and vigilant visibility have remained at the core of everything we do for our members and our industry. NCYS is committed to the highest standards of quality and dependability with a passion to create a better, more wholesome society.

The National Council of Youth Sports (NCYS) comprises the “who’s who” in the youth sports industry. Our members are the gatekeepers, the key decision-makers, the power of influence and behavior, and the advocates for valued youth sports participation. These are highly respected national organizations, local associations, park & rec departments, sports commissions, CVBs, insurance agencies, corporate vendors, suppliers, and service providers. A complete list of NCYS members can be found on our website [www.ncys.org](http://www.ncys.org).

The National Council of Youth Sports (NCYS) members and those they serve are the reason that the NCYS exists. Established in 1979 by the Sporting Goods Manufacturers Association, the organization was originally named the National Council of Youth Sports Directors (NCYSD).

In 1988 we had 14 members. In 1998 the NCYS had 74 members. Today, September 2013, we boast over 200 member organizations/corporations that represent more than 60,000,000 registered participants/ 44,000,000 actual boys and girls in organized youth sports programs.

NCYS is the portal to the youth sports industry. Our reach is broad and deep into the grassroots of America's heartland. That wide-ranging scope brings much responsibility and lots of opportunity for us, our colleagues and our partners. NCYS is the largest known organization in America representing youth-serving industry. No other sport organization in America reaches more grassroots participants than the combined membership of the NCYS.

The NCYS is an untiring leader committed to being the united voice for youth sports and advancing the youth sports experience in America. 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.

This youth sports industry is diversified representing athletes in all sports, all demographics and of all diversities in sport, in skill, in performance, in rules, and lots more! But philosophically we are united as one with a common purpose – to enhance the youth sports experience in America for the betterment of youth, of sport and of society for today and for generations to come!

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. There is extreme pride for those who provide everyday allegiance to children through safe, supervised and organized athletic activities.

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!

***NCYS is...***

***ENHANCING THE YOUTH SPORTS EXPERIENCE!***

## **COMMUNICATIONS**

### **NCYS IS SOMETHING TO SHOUT ABOUT!**

### **WEBSITE, SOCIAL MEDIA, ELECTRONIC & PAPER PRESS, TELEVISION!**

#### **WWW.NCYS.ORG**

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.

We regularly receive compliments on how organized, easy to navigate, uncluttered/clean appearance the NCYS website. Feedback is that [www.ncys.org](http://www.ncys.org) is informative, comprehensive, and defining giving the reader a good understanding of who we are and what we stand for.

NCYS is pleased that individuals, corporations, organizations, pr agencies, coaches, parents, administrators, media, marketing firms, etc. etc. etc. utilize NCYS the go-to organization for resources and services. [www.ncys.org](http://www.ncys.org) serves as a valuable source and clearinghouse.

The website is current, exciting, ever-evolving and full of new resources for the entire youth sports industry and beyond. Please visit the National Council of Youth Sports (NCYS) new website [www.ncys.org](http://www.ncys.org) and see all the awesome resources available to you!

#### **SOCIAL MEDIA**

Social media participation has become an essential tool in networking with professional contacts, making new contacts, recruiting employees, and keeping in touch with the world. The Internet has opened up communication across world boundaries. What a perfect way to use the social media components to expand your network, enhance your career, add friends, make connections, recruit employees, find people with scarce skills, develop candidate pools of passive potential employees, and enlarge your world view. Used wisely, social media can add significant inputs/outputs to professional development, networking opportunities and personal branding.

NCYS has a Facebook group, a LinkedIn page, a Twitter account, and a YouTube channel (keeps people on our website longer which is good for the search engines).

LinkedIn is our most popular social networking media with over 900 members and more than 1,800 connections. The visibility and new contacts has been staggering. We use LinkedIn, Facebook and Twitter as effective marketing tools for spreading the word on new partnerships, programs, opportunities directly to those who have similar interests and wanted to be an active part of the youth sports industry. We look forward to those in our social media community joining the National Council of Youth Sports.

NCYS has also found co-branding webinars and webcasts with our members as a great way to help our members spread their message throughout the world. Furthermore, it allows other members to see what other organizations are doing and how they might be able to duplicate some of the concepts to enhance their own programming.

#### **ELECTRONIC AND PAPER PRESS**

We are pleased to share with you that the Associated Press, Reuters, USA Today, New York Times, Fortune, and ESPN are among those who have utilized NCYS for references, resources, and interviews.

Championship Thinking in Sports radio talk show has afforded us the opportunity to share the good works of NCYS through Internet broadcast interviews.

## TEAM-UP!

### NCYS HELPS OUR MEMBERS GROW

HELPING LEADERS MAKE THEIR ORGANIZATIONS THE BEST THEY CAN BE

#### THE ATLX CHANNEL

New

Big news! NCYS had partnered with the ATLX Channel to offer 'big screen' opportunities to NCYS, its members and the youth sports industry!

ATLX is a new 24/7 television network focused on training, performance and athletic competition. It highlights all those out there aspiring to live a more fit and athletic lifestyle. ATLX serves everyone from beginners to recreational enthusiasts to weekend warriors to elite athletes and everyone in between.



ATLX will launch its television network in 2014 with an extensive slate of original entertainment and informational programming, including reality, news/talk, biography, documentary, competition formats, lifestyle, technology, sports medicine and performance cooking. The network will feature compelling storylines of personal and team transformation, the challenges overcome by everyday athletes doing extraordinary things, their dramatic athletic pursuits, and their inspirational triumphs.

ATLX is re-defining what it means to be an athlete, working across all sports and recreational activities to deliver original content for those at all levels of athletic ability. With behind-the-scenes access to elite athletes and top coaches, as well as the best sports doctors and experts, ATLX will spotlight sport-specific training, strength and conditioning, the latest in the world of sports medicine, injury prevention, the science of performance, coaching motivation and methods at all levels, performance cooking and nutrition, the coolest gear, feature events and competition formats.

ATLX showcases the world of athletics, sports and physical culture. ATLX has inspiring, compelling and informative stories behind athletes at the highest levels; recreational athletes working on their game; and beginners who want to get in the game. It is the only 24/7 sports entertainment television network fully dedicated to everyday athletes and athletic lifestyle.

#### SPORTS PARENTING AND COACHING TIPS

Through a continuing relationship with PlaySportsTV (PSTV) the NCYS continues to host a video on 20 Tips for Coaches and Parents on our website home page. Additionally, the inside designated webpage now presents Sports Parenting and Coaching Tips as thirteen (13) individual videos.

NCYS members are eligible to have the "Sports Parenting and Coaching Tips" video added to their respective websites free of charge. This educational tool is a customized video player that an organization can add to its web page as an embedded image that automatically updates a new sport parenting/coaching tip monthly.

NCYS provides the Sports Parenting and Coaching Tip as a benefit and service to its members making it simple and easy to pay it forward with sports parenting tips for the parents, the coaches, the athletics and families within their network.

Brand New!

## **PRE-PARTICIPATION EXAMINATION (E-PPE)**

Shhhhhh...NCYS member only new news...this is not yet released to the press! The NCYS is excited about the opportunity to endorse the PrivIT electronic Pre-Participation Evaluation (e-PPE) product as an on-line personal health history questionnaire helping to identify symptoms of health problems that may pose a risk for an individual participating in athletic programs or exercise programs.

No more filling out pages and pages of medical forms over and over with the same information for each activity. You have more than one child....you don't even have to duplicate the family history information, it is transferred over to the child in the family automatically!



PrivIT has developed patented technology for the collection, distribution and analysis of personal health information, improving the health and safety of all those involved in organized sports and activities. They are passionate about providing easy to use tools to help athletes, parents, children, administrators, and other professionals collect, protect, and distribute your personal health information (PHI). Their MiSuite of products ensures confidentiality of your PHI, gives you complete control when it comes to sharing your PHI data, and their products are compliant with international privacy rules including HIPAA and FERPA. Furthermore, their patented technology eases the collection and distribution of your personal health information, and it is designed to help identify symptoms of health problems.

PrivIT's system of privacy ensures the confidentiality of one's personal health information (PHI), and gives the applicant complete control when it comes to sharing of PHI data. e-PPE will provide the necessary forms that are required to provide when registering children in sport activities and youth-serving related programs. The following forms are provided in the e-PPE: Form A – Consent to Participate in Athletics; Form B – Emergency Information; Form C – e-PPE Medical History Summary; Form D – Physical Examination.

The user is in control of their information. After completing the questionnaire, summary forms can be saved, printed, forwarded, or taken to a physician or athletic trainer. This product is a WOW of a service and benefit to NCYS and its members for all of the participants in the youth sports/youth serving industry. Thank you Priv-IT for helping to simplify our lives in a confidence, secure, and responsible way.

## **NCYS MEMBER SURVEYS**

The NCYS periodically conducts internal member surveys in order to better understand how our members view, utilize, and benefit from the NCYS resources and services.

The results of the most recent study reveal the significance of NCYS and the meaningful role the NCYS plays in leading the youth sports industry and enhancing the youth sports experience. The NCYS Board of Directors use the results of this research to help in future shaping the NCYS Strategic Plan ensuring the resources and services we provide continue to be relevant, reliable and purposeful for the members we serve.

We learned that a whopping 75% of our members rely on NCYS to stay current on youth sports industry trends, quickly followed by access & networking connections, being part of a credible industry group, advocacy/government relations/public policy and educational opportunities. Our members trust the NCYS for its reliable resources and information.

The NCYS Study "Report on Trends and Participation in Organized Youth Sports" is the #1 service used by our members. The National Center for Safety Initiatives and the NCYS Recommended Guidelines for background screening followed as well as other noteworthy safety, physical activity, and health & wellness programs.

## **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, eradicating criminal behavior, and providing a safe environment 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.

### **INJURY PREVENTION**

#### **AHEAD OF THE GAME**

The National Council of Youth Sports (NCYS) is proud to be a partner with AIG for the "aHead of the Game" program. aHead of the Game is an initiative to reduce the risks of concussions and other head injuries in youth sports.

aHead of the Game is providing critical and responsible information for coaches, parents and athletes to help identify, manage and reduce the risk of a concussion and brain injuries. Through greater awareness and education, together we want to help coaches, parents and young athletes learn signs and symptoms of concussions, seek proper treatment and follow appropriate return to play protocols to avoid the significant dangers of multiple concussions.



The NCYS is best-known for its advocacy in promoting healthy lifestyles and safe environments for children that advance stronger neighborhoods and communities. Education and advocacy are at the core of the NCYS. Furthering the awareness to minimize potential serious injuries to our youth athletes is supreme to our mission.

AIG has created a very well-done aHead of the Game website along with lots of free educational materials and a quarterly newsletter. The NCYS is helping to spread the aHead of the Game message to every youth sports program nationwide. NCYS appreciates the AIG commitment.

#### **INSURANCE WEBINAR**

New

In an effort to bring our members relevant and interesting insurance topics and provide an opportunity for them to ask their insurance questions directly to the professionals we initially request feedback from them on what topics are of most importance to their organizations. As a result, an exclusive NCYS Insurance Forum Webinar sponsored by AIG was webcast in April tackling pertinent issues such as how might healthcare reform affect youth sports organization; and general liability concerns, who might be held responsible in the event of an accident, who can sue, and how to manage risks in a litigious society. According to the follow reports, the webcast was very well received and more surveys are being planned for the future.



New

#### **SPORTS CONCUSSION COALITION**

The NCYS has joined other leading sport organizations and medical affiliates in forming a Sports Concussion Coalition. Its mission is to strengthen the youth, high school and college sports experience in the United States by addressing the issue of related concussions. The goals of the alliance are: 1) Reinforce the values and life-long benefits that sports provide young people. 2) Enhance participation in sports by providing a safer environment, while retaining the value and integrity of individual sports. 3) Provide parents, coaches, trainers, officials, teachers and athletes, and related stakeholders, with the latest facts and information about concussions, general health and player safety. 4) Encourage additional evidence-based research on concussions and associated health issues.



## HEALTH & WELLNESS

### CHILDOBESITY 180 ~ HEALTHY KIDS OUT OF SCHOOL

Here at the National Council of Youth Sports (NCYS), we believe that it is equally important to maintain a healthy body both on and off the field. Sports leagues and other out-of-school-time organizations can play a key role in promoting health and wellness programs that can impact not only the players, but coaches and families as well.

Recognizing this opportunity, NCYS has been working with some of the country's leading out-of-school-time organizations on an initiative called Healthy Kids Out Of School to create a set of unified guiding principles for healthy eating and physical activity in out-of-school-time (OST) programs.



In addition to NCYS, participating organizations include Boy Scouts of America, Girl Scouts of the USA, the National 4-H Council, the National Council of La Raza, the National Council of Youth Sports, the National Urban League, Pop Warner, US Youth Soccer, and YMCA of the USA.

Together, leaders from these organizations helped Healthy Kids Out of School to develop three guiding principles for out-of-school time programs, they are:

- **Drink Right:** Choose water instead of sugar-sweetened beverages.
- **Move More:** Boost movement and physical activity in all programs.
- **Snack Smart:** Fuel up on fruits and vegetables.

Healthy Kids Out of School has created a robust website, the Healthy Kids Hub, to connect staff and volunteers in OST programs with resources, tools, and training materials to help them implement the principles.

The creation of the three principles is just the first step. Healthy Kids Out of School has developed a robust web-based tool, the Healthy Kids Hub, to connect staff and volunteers in OST programs with resources, tools, and training materials to help implement the principles. Aligning and implementing these nutrition and physical activity principles across organizations will provide greater consistency across out-of-school-time environments where children spend their time, ensuring that they have healthy environments in which to live, learn, and play.

## CRIMINAL BACKGROUND SCREENING

### THE NCYS STORY

At the urging of several member organizations, in 2002, the NCYS criminal background screening initiative first began with the youth sports industry taking its concerns to Capitol Hill in Washington D.C. NCYS was named in the PROTECT Act of 2003 to work with the FBI on a pilot program featuring fingerprint checks as its focus. The NCYS and its member organizations determined that fingerprint checks were not the answer. They were not rapid, reliable or affordable, and only identified those with a criminal record history.

NCYS sought an alternative rapid, reliable and affordable solution through the use of commercial name-based background check vendors. Quickly, NCYS determined that the credibility of various individual vendors, who promised a low-cost, on-line solution, was also questionable. Their results were only accurate if they were comprehensive and kept up-to-date, an issue that continues to plague the industry.

At this time, many youth sports organizations did not have policies and procedures for comprehensive background screening. The possibility of child predators in their midst was often a taboo subject for discussion and one that was considered best dealt with at the local level. For those organizations that did support screening, another issue was that often the person(s) volunteer(s) responsible for the background checks at the local level were not properly trained,



and they were left with the daunting task of screening and judging their peers, neighbors, and friends without any policies or standards to follow.

In April 2004, after unsatisfactory experiences with the FBI and private commercial vendors, the NCYS held a summit of youth sports leaders, insurance industry representatives, and legal experts, to address the need for national guidelines regarding background screening that would take into account the individual variances among organizations, and need for a rapid, reliable, and affordable solution that would be easy to understand and adopt at the local level. An overwhelming group consensus of these leaders identified the void in the industry and asked the NCYS to respond with an action plan to address the need. Participants expressed a common concern that the children in youth sports programs might be unnecessarily exposed to harm because there was no consistent model in place to protect them from the dangerous behaviors of predators and criminals.

The NCYS concluded that it was necessary to find an appropriate solution to protect the children in our organizations, that would also protect the volunteers, administrators, and organizations themselves from the possible loss of personal or organization assets because of costly litigation. This conclusion was based on the growing expectations of parents, the courts, and the insurance industry that youth-serving organizations must develop the appropriate guidelines for screening as a first-line of defense in the protection of the children under their care.

The problem was defined as "known incidents of, and potential for, abuse, harm and molestation of youth by coaches, mentors or other adults (chaperones, trainers, etc.) with access to youth sports participants." The matter of convicted criminals, including but not limited to sexual predators, is believed to continue to be a threat to youth programs in this country. NCYS contended that this issue must be managed as a top strategic priority by every youth-serving organization and warned that the consequence of not addressing this issue would be dire. NCYS maintained that "doing nothing" would result in continued long-term emotional scarring to the victims and would ultimately threaten the integrity of youth programs in America, perhaps leading to their elimination in some quarters.

In order to protect children from abuse or injury, the NCYS focuses on core principles to derive a solution. Those principles include: 1) Youth-serving organizations should screen their employees, contractors, and volunteer forces; 2) Screening should utilize advancements in technology that make criminal history information available to these organizations; 3) The system must provide for reliable, rapid, comprehensive, up-to-date checks at a very reasonable cost so that the organizations can make informed screening decisions; 4) In order to be effective, it is important that organizations have access to criminal background information that has been recently updated, and is dependable, complete, and accessed from multiple state databases.

To help determine guidelines, NCYS built upon its previous work in Washington, D.C. and adopted a list of disqualifying criteria for volunteers which is used in the PROTECT Act by the FBI and the National Center for Missing and Exploited Children. Then, in response to member requests, as a first step, the NCYS created the "*NCYS Recommended Guidelines for Volunteer Background Screening in Nonprofit Youth-Serving Organizations*" to assist the youth serving industry with best practices, policies and procedures in 2005. The guidelines quickly evolved into the industry standard.

To further these goals, NCYS co-founded the National Center for Safety Initiatives (NCSI) in order to provide the very best background screening service solely dedicated to the unique needs of youth serving organizations. NCSI was formed in partnership with the National Council of Youth Sports (NCYS) with the goal of significantly increasing the level of safety for our youth and minimizing the organization's liability risks.

## **NATIONAL CENTER FOR SAFETY INITIATIVES (NCSI)**

At the request of our members, the NCYS co-founded the National Center for Safety Initiatives (NCSI) in 2004. NCSI is more than just a background screening company. Through NCSI's exclusive NCSI 360™ approach, you can find help and expertise on every aspect of the risk management process.

The National Center for Safety Initiatives (NCSI) helps organizations meet and exceed due diligence by navigating them through the complex maze of ethical, legal and financial challenges. NCSI is the only company licensed to implement the *NCYS Recommended Guidelines*©

NCSI, without exception, is the industry leader on complete and comprehensive criminal background screening programs for youth serving organizations and is the only national risk management and screening organization specifically dedicated to the protection of children and vulnerable populations.

NCSI is also the only licensed company authorized to apply the "*NCYS Recommended Guidelines for Background Check Screening in Nonprofit Youth-Serving Organizations*" and the "*NCYS Recommended Guidelines – The Gold Standard of Best Practices for Background Screening and Managing Risk in Nonprofit Youth-Serving Organizations*"© to its background screening.



NCSI focuses its efforts, systems, and expertise directly into seven identified risk factors, using multiple vendors to ensure client organizations will meet and exceed their due diligence. In addition, NCSI is the only organization that serves as a resource for NCYS members who are eligible to access NCSI 360; a comprehensive package of services specifically designed for them.

NCSI recognizes that there is no "one size fits all" and designed its programs for youth serving organizations to be customizable and scalable based on individual risk profile, governance structure and resources. The foundation of the criminal background screening usually begins with the disqualifying criteria provided by NCYS from the PROTECT Act and can be adapted based on the circumstances and requirements of individual organizations working with NCSI.

NCSI has become the choice of many of the most renowned and reputable organizations in the world, providing a fully managed "Turn Key" program which handles ALL aspects of the screening process from start to finish. This program is designed to save time and money, while addressing the legal issues associated with the many liabilities involved in background screening.

While background screening is a critical element to any hiring, certification and/or volunteer process, it is not the "magic bullet" as it relates to safety in youth organizations. It is important to know that criminal background checks, through any source, have some limitations. Screening is simply a tool that gives us important information about an individual that may be used as part of an overall process. In addition to background screening, it is important to have comprehensive risk management policies in place, something NCSI is fully equipped to help organizations implement.

NCSI's effective background screening programs have saved thousands of people from harm and millions of dollars in losses to organizations. NCYS appreciates all those who take responsible action to protect our youth sports/youth serving industry. Thank you for using NCYS and NCSI as valuable resources and partners in youth sports.

## NCYS CHILD SAFETY PACKET & RECOMMENDED GUIDELINES

In today's legal compliance environment and litigious climate, having appropriate documented policies and practices in place is an essential part of managing risk and creating a zero tolerance/opportunity culture in your organization.

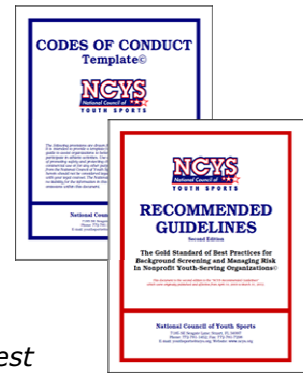
With the rise of heightened attention to the issue of predators in youth sports it is more important than ever that we are all doing our due diligence to protect and preserve the integrity of our organizations by reviewing your organization's best practices, policies and procedures.

The "NCYS Recommended Guidelines" have become the national template for promoting safety while protecting children and athletes. We encourage your thoughtful consideration to protect your staff, volunteers, organization and most importantly the children by reviewing your organization's best practices, policies and procedures.

NCYS has developed a new NCYS Child Safety Packet as a valuable resource and essential tools for those who participate in the youth sports/youth serving industry. NCYS, through this gold standard of best practices national template, seeks to establish the minimum industry standard that a youth-serving organization should incorporate when establishing its own policy to protect the interests of youth participants within the organization.

Contents of the NCYS Child Safety Packet include:

- NCYS Recommended Guidelines©
- NCYS Codes of Conduct Template©
- NCYS-NCSI Member Benefit Discount
- NCSI Introductory Presentation
- NCSI Prevention & Response Training
- D2L Additional Resources for Youth Serving Orgs
- NCYS Membership Application



The *NCYS Recommended Guidelines, 2nd edition, The Gold Standard of Best Practices for Background Screening and Managing Risk in Nonprofit Youth-Serving Organizations©* were created to assist those who are responsible for the children in youth programs to no longer have to reinvent the wheel of minimum standards for policies, procedures, and best practices. The *NCYS Recommended Guidelines* have become the national template for promoting safety while protecting children and athletes.

In order to assist all organizations to better serve the interests of those who participate in athletic activities, we established the **NCYS Codes of Conduct Template©**. The template offers general principles to guide the conduct, and the judicious appraisal of conduct, of all the organization's participants (including employees and agents) in situations that have ethical implications. The *NCYS Codes of Conduct Template©* is provided as a guide to affirm the will of all of participants to safeguard the best interests of the sport by acting ethically at all times.

The National Council of Youth Sports (NCYS) encourages all those in the youth sports/youth serving industry(s) to protect your staff, volunteers, organization and most importantly the children by reviewing your organization's best practices, policies and procedures.

The NCYS appreciates responsible actions to protect our youth sports/youth serving industry and encourages participation and the pursuit of excellence in all aspects of all athletic activities. We are here to assist you and we are thankful for all you do each day to make your programs the very best and safest they can be.

## 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 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.

#### HUMAN KINETICS COACHING EDUCATION COURSES

New

The primary mission of the National Council of Youth Sports (NCYS) is to enhance the youth sport experience in America, and arguably the most effective way to positively transform youth sport is to train coaches. Through effective education, coaches can acquire the tools they need to be more successful in their roles and help ensure their impact is a positive one.

The NCYS has long sought a respectable, comprehensive, compete, user-friendly, and affordable coaching education program for the youth sport industry. To that end, NCYS has partnered with leading coaching education provider Human Kinetics, Inc., (HK) to endorse HK's American Sport Education Program (ASEP) and its coach education courses. Our members can confidently deliver Human Kinetics' ASEP customized online courses to their constituents knowing the courses are age appropriate and of the highest quality.

Human Kinetics and its American Sport Education Program (ASEP) have been training coaches for more than 30 years. At the youth level-where coaches work with athletes under 14 years old-our courses emphasize athlete development and discourage the win-at-all-costs philosophy. The courses also teach youth coaches how to manage all aspects of their role, instruct players in performing techniques and executing team tactics, and conduct efficient and appropriate practice sessions. Numerous local, state, and national sport organizations and park districts have partnered with us to educate their coaches, and we can do the same for your organization.



Rooted in the philosophy of "Athletes first, winning second," American Sport Education Program (ASEP) coaching education courses for youth sports coaches is the ideal training ground for coaches of athletes ages 14 and under. The Human Kinetics' national coaching education program includes the Coaching Essentials course and nine sport-specific Coaching Youth Sport online courses offered through ASEP.

ASEP online courses are accessible 24/7. Through Coaching Essentials, first-time and inexperienced coaches will come away with a solid understanding of fundamental coaching concepts and basic coaching responsibilities. That same content is incorporated in the sport-specific Coaching Youth Sport courses, which also feature content on teaching technical and tactical skills of the various sports. Coaching Youth Sport courses are available for baseball, basketball, cheerleading, football, soccer, softball, tennis, volleyball, and wrestling.

Human Kinetics, Inc. [www.HumanKinetics.com](http://www.HumanKinetics.com) is a worldwide leader in providing quality informational and educational products in physical activity, health, sport, and sport science. Their coaching courses and resources can be used as is or tailored to suit organizations' specific needs, including those delivered through the American Sport Education Program.

NCYS and Human Kinetics are also collaborating to define and agree on recommended minimum guidelines for educating youth coaches. Look for announcements regarding these guidelines later this year.

## **NATA SPORTS SAFETY FOR YOUTH COACHES**

The National Council of Youth Sports (NCYS) has long been known for its dedication and attention to safety-related issues. The NCYS is pleased to endorse the National Athletic Trainers' Association's (NATA) "Sports Safety for Youth Coaches" training course.

The National Athletic Trainers' Association (NATA) Sports Safety for Youth Coaches online course includes 14-sections of content is appropriate, complete, current, comprehensive and user-friendly extensively covering the most recent, expert information and best practices.

The course content includes:

- risk management,
- legal issues,
- PPE,
- emergency planning,
- training,
- strength and conditioning,
- nutrition,
- recognizing sports-related illnesses and injuries,
- prevention and care of concussions,
- equipment fitting,
- safe playing conditions,
- - and more.



Whether a seasoned professional or one just entering the field, the NCYS strongly encourages all youth sports leaders and coaches to enroll in this excellent educational training course from the healthcare professionals who work with athletes every day - athletic trainers.

This comprehensive sports safety guide is includes a concussion (traumatic brain injury) module free with your purchase of the Sports Safety Course. The concussion module can also be taken as a separate stand-alone course. Those who complete the course will receive a certificate of completion and will be automatically listed for two years for free on NATA's Youth Coaches Registry.

Completing the "NATA Sports Safety for Youth Coaches" training course is the right and responsible thing to do for the leaders, coaches, teams, leagues, organizations, and communities. Most importantly, this course serves as an essential tool for the safety and protection of the young athletes who rely on us to be trustworthy and dependable while in our care.

## **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.

## **PUBLIC POLICY**

### **GET INVOLVED AND MAKE A DIFFERENCE!**

#### **NCYS ADVOCACY: A UNIFIED VOICE FOR YOUTH SPORTS**

The National Council of Youth Sports advocates for legislation that promotes safe environments and healthy lifestyles for stronger neighborhoods and communities in order to enhance the youth sports experience in America for today and for generations to come! The NCYS strongly supports legislation that empowers Americans to be active, healthy and fit making youth sports and family fitness more affordable. Speak out on important issues. 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!

The NCYS is unified voice for youth sports. 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. NCYS also encourages member organizations to cultivate relationships with elected officials by hosting events and inviting Representatives to visit their facilities. 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.

#### **ACTIVE POLICY SOLUTIONS**

New

In order to assist the NCYS with advancing our presence and effectiveness in Washington D.C., we enlisted the firm Active Policy Solutions (APS). They provide government relations and advocacy support and specialize in sports, health, wellness, youth development, and civil rights policy. Active Policy Solutions is the NCYS eyes and ears on the day-to-day happenings that surround and affect the youth sports industry.

The APS team members have extensive experience in policy and government affairs work on the state and national level. They have Capitol Hill, non-profit and business experience. They have a proven track record of planning and executing large Capitol Hill advocacy days, and building strong grassroots advocacy programs through the process of teaching and motivating key interest groups.



Active Policy Solutions assisted NCYS with the collaboration, planning and the announcement of National Youth Sports Week July 22-27, 2013. Together the National Council of Youth Sports (NCYS) and the Congressional Caucus on Youth Sports in celebration of National Youth Sports Week hosted a physical activity demonstration in the Rayburn House of Representatives Office Building Foyer from 11:00am - 2:00pm on Wednesday, July 24, 2013. The purpose of the event was to showcase how organizations and members of Congress can collaborate to promote healthy lifestyles for children and their families through sports.

The event featured NCYS member's displays and physical activity stations where members of Congress and their staff participated in and learned about youth sports activities. Specifically the demonstration highlighted the importance for youth to PLAY(S) sports following the NCYS legislative agenda which focuses on P.L.A.Y.S. ~ Physical activity, Living healthy, Access, Youth development, Safety. At the event, the NCYS also recognized Congressional Caucus co-chairmen U.S. Representative Jim Jordan for his loyal support of youth sports and U.S. Representative Mike McIntyre for his untiring dedication to physical activity for a lifetime.

Special thanks to Active Policy Solutions for their assistance in making this event a happening! We look forward to growing our partnership for the benefit and betterment of youth sports.



## **MEETINGS & EVENTS**

### **BY PARTICIPATING YOUR VOICE JUST GOT LOUDER!**

### **LIVE, LEARN, AND GIVE NEW MEANING TO SOCIAL NETWORKING**

#### **NCYS S.T.R.I.V.E. AWARD PROGRAM**

The National Council of Youth Sports (NCYS) and AIG are proud to present the 2013 S.T.R.I.V.E. Award for Organization of the Year. The award recognizes organizations that embrace a "kids first" approach, evidenced by their implementation of recognized best practices and policies that protect kids and promote safety within their organization.



This award praises organizations' commitment to kids' safety and health, demonstrating to young people that it is possible for Sports to Teach Respect, Initiative, Values and Excellence without compromising safety. Criteria for selection includes demonstrating a heartfelt passion and a commitment and a contagious spirit for helping kids succeed in youth sports activities while maintaining a commitment to established safety procedures.

Youth sports play a vital role in the development of well-rounded youngsters by helping to teach children the importance of good sportsmanship, important safety practices, the rewards of hard work and practice, and the sweet taste of victory. The NCYS STRIVE Award recognizes the best of the best!

The top "Five for STRIVE" finalists profiles have been placed on the STRIVE Organization of the Year webpage and are being promoted through social media networks. The general public will be voting from August 30-September 30 for their favorite Five for STRIVE finalist. The organization that collects the most votes will win the award. Last year an astounding 10,000 online votes were cast. This year.....the people have STRIVE fever! Votes are being cast daily in record numbers!

The winning NCYS 2013 STRIVE Organization of the Year will be rewarded with a \$5,000 donation presented at an award ceremony in the winner's hometown or special event in October/November. The first runner-up will receive a \$500 donation.

#### **NCYS CEO SUMMIT AND LEGISLATIVE FLY-IN**

Periodically, the NCYS brings together the sports industry leadership for a CEO Summit and Legislative Fly-In at the U.S. Capitol in Washington, DC to:

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

Believe it or not you are in government relations! Government relations programs can be informational, reactive, proactive, or a mix. The NCYS is prepared to put forth legislation, respond to legislation that has already been introduced, and mobilize grassroots volunteers when a bill is approaching final action, or commenting on published regulations.

We are prepared to provide input to lawmakers, especially those on the public policy committees or legislative subcommittees that work on fine-tuning bills. We are also prepared to be proactive government relations partners with other groups by initiating legislation and providing input for laws and regulations as they are written.

NCYS is planning to hold its next CEO Summit and Legislative Fly-In in 2014 in Washington D.C.



## **S.P.O.R.T.S. – THE RELATIONSHIP CONFERENCE!**

How do you describe S.P.O.R.T.S. – The Relationship Conference?

How about this...a place to develop new strategies, make lifelong connections, secure sports events for your destination, refreshing, fun, work, play, personal, progressive, motivating, real. S.P.O.R.T.S. is where all youth sports leaders, sports event planners of all types/all sizes, as well as destination host organizations, industry suppliers, corporate vendors, and service providers are invited to attend a really, really different industry event.

The National Council of Youth Sports (NCYS) is a partner in S.P.O.R.T.S. 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, 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!

This year's S.P.O.R.T.S. is being held September 9-12, 2013 at the Hilton Oceanfront Resort in Daytona Beach, Florida. We ask leaders to pay it forward spreading the word to other colleagues who might benefit from this extraordinary opportunity.



This event is like a reverse tradeshow. A terrific opportunity to connect with other sports industry colleagues with one-on-one personal meetings and learn more about sites, destinations, event management and related industry issues. S.P.O.R.T.S. 2013 is designed to form lasting, meaningful relationships and do what it takes to earn each others business. As of this writing more than 1,500 pre-scheduled appointments have been made! Now that's what I call opening up the lines of new business opportunities!

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. 2013 is the seventh such meeting following prior locations in Birmingham Alabama, Palm Beach County Florida, Orlando Florida, Branson Missouri, Orange Beach Alabama, and Oklahoma City Oklahoma.

Special thanks to SportsEvents Magazine for generously sponsoring the National Council of Youth Sports. 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 dedicated commitment to the youth sports industry.

We've only just begun! Wait to see what is on the horizon!

***NCYS is...***

***THE 'GOLD STANDARD' OF SERVICES & RESOURCES!***

# THE NCYS STRATEGIC PLAN

The NCYS Board of Directors met this year to revisit the priorities and structure of its Strategic Plan to be certain the NCYS is current and forward-thinking for the long-term success of the organization. The plan is a living document. It reflects a way of thinking and is an ongoing process.

The following points have been identified as critical factors which the NCYS must address as an organization to make significant progress toward their vision and mission. These issues are vital components of the NCYS' immediate and long-term success.

- **Property Development**

NCYS shall focus on the identification and/or creation of owned and operated products and/or services which are monetizable. Successful property development takes time, research, a good team, and good management skills, as well as useful tools.

- **Quality Member Services**

Quality services keep current members and attract new prospects. The NCYS must recruit, retain, and serve a broad-based and diversified representation of youth sports. Increasing membership depends on value-added services based on member input and feedback.

- **Marketing, Communications and Public Relations**

The NCYS must develop a marketing strategy that strives to improve and deliver effective proactive external communications using all forms of social media, print copy and branding. Additionally, the NCYS must continue to be dedicated to enhancing its presence and identity through showcasing credible programs, services and partnerships.

Communicating key issues on a consistent basis to all media and governmental agencies will enhance the NCYS' credibility as the "go to" experts in the youth sports industry. It must strive to improve and deliver effective proactive PR communications and events focused on promoting its accomplishments and strengths.

- **Diversified Revenue Stream**

It is imperative that the NCYS generate and sustain stable, consistent and diverse revenue sources to fund all budgeted programs and activities keeping in mind that an unfunded strategic plan is no plan. Long term growth and expansion as well as the success of all other priority issues are dependent on this one priority.

- **Thought Leadership**

The NCYS will position itself as a leader in identifying trends, accumulating data and information, and coalescing the youth sports industry. Its success can be measured by how many times we were quoted in the media and the quality of that exposure.

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. Each one of the board members is outrageously busy with their own jobs but they 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.

## 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 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 youth sports.



[Click Image to view Report \[PDF\]](#)

From our research, we learned the important role NCYS plays on behalf of the 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.

We surveyed the NCYS membership in 1997, in 2000 and again in 2008 to present a broad measure of the scope of youth sports in the United States. An astounding 98%-100% of the members responded to these surveys. NCYS is currently seeking a sponsor in order to produce the next edition of the "NCYS Report on Trends and Participation in Organized Youth Sports."

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 much sought after study.

## PARTNERSHIPS

NCYS has focused its efforts on methodically seeking new partnerships, endorsements, and sponsorships that are meaningful to the NCYS and its members. Through difficult economic times, perseverance and hard work is paying off. The NCYS has carefully and responsibly added a record number of awesome new partners! Additionally, there are an abundance of corporations, marketing firms, PR agencies and the like who now have NCYS on their radar screen and are impressed with who we are and what we do!

New partnerships, particularly within our youth sports industry, have been formed and we are being told regularly by others that their opinion of NCYS is a "respectful organization," "influential," "we like what you do and stand for" "NCYS is an impressive group," and NCYS is the type of organization we want to do business with.

In addition to the partnerships mentioned previously in this report, collaboration and alliances have expanded to other organizations/groups such as: the First Lady's Let's Move initiative, the President's Council on Physical Fitness and Sports (and its affiliates groups); the CDC Heads-Up and Heat Related Illness programs; Growing Champions for Life; Presidential Active Lifestyle Award (PALA); National Physical Activity Plan; the National Foundation on Fitness, Sports and Nutrition; National Sports Marketing Network; participation in the USOC Olympic family meetings and working groups; relationships with several disability groups; and so much more!

Speaking opportunities, like the LA84 Foundation and the IOC's (International Olympic Committee) St. Vincent and the Grenadines National Olympic Committee, have given NCYS a platform to tell our NCYS story and share the deep rooted passion we have to provide the highest quality resources to our members and services that can truly be helpful to their daily work. That is only made better when those resources are shared with their constituents and our industry becomes the absolute best it can be.

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 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!

Positive business relationships have taken hold. We are told by our corporate partners that they find value in NCYS' strength, identity, credibility, professional image, and visibility. That pristine goal of excellence has earned us a seat at the table with those who share our high quality goals.

## **IN CLOSING**

This report is an attempt to highlight some of the activity among our top programs and projects. Obviously membership recruitment and membership retainment, marketing, administrative responsibilities, securing funding, responding to market research inquiries, public relations, building brand identity-credibility-visibility awareness, and staying current with advocacy issues; in addition to servicing our sponsors, creating new partnerships, providing meaningful 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.

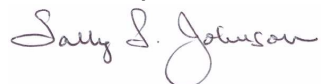
We are most appreciative and offer a huge thank to our corporate partners for their confidence in us as well as their generosity. Without them, we absolutely would not exist. The people who comprise the sports industry are really unique. I am forever inspired by their dedication, determination, and untiring 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.

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, tablets, 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 common mission.

It is such an honor to be able to share with you a piece of the excitement and joy that I live with and cherish each and every day. One of the joys of my job it 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.

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, CSA, IOM  
Executive Director  
National Council of Youth Sports



## **NCYS MISSION STATEMENT**

**The National Council of Youth Sports (NCYS)  
leads the youth sports industry  
in promoting the value of participation,  
through advocacy and education.**

## **NCYS VISION STATEMENT**

**To be the leading voice for youth sports.**



**NCYS...THE 'GO-TO' RESOURCE  
FOR THE YOUTH SPORTS INDUSTRY!**

**ENHANCING THE YOUTH SPORTS EXPERIENCE**

**PROVIDING THE 'GOLD STANDARD' OF SERVICES & RESOURCES**

**NCYS: THE 'GO-TO' ORGANIZATION**  
**YOUR 'GOLD STANDARD' 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 200 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 largest known organization in America representing the 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:**

Our reason to exist 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. NCYS is the portal to the youth sports industry. 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 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](http://www.ncys.org) to conveniently join online or call 772-781-1452. Together we are a powerhouse of positive influence for the youth sports industry for a safer, more wholesome society.

**VISIT OUR WEBSITE, SEE WHAT'S NEW!**  
**[WWW.NCYS.ORG](http://WWW.NCYS.ORG)**