

USFHA Board Meeting

Sport Development
Tej M. Singh, MD, MBA
Board of Directors



USFHA Youth Programs

The History

The Opportunity

The Task Force

The Success

The Future Needs

Youth History

- Prior to 2011, minimal focus of previous CEO/Boards
 - Not priority for USFHA
- Turf Tykes/Local funding
- One and Done programs: Not sustainable
- U12 not a focus for boys and girls
 - 2010: 1716 U12 players registered in America
 - 2011: 2590
 - 2012: 2710
 - Boys volumes under 100 as USFHA members: considering our budget for HP
- Clubs concentrated on girls traditionally over 14
- Boys clubs sparse: California and East Coast
- Parents usually drivers for youth and quit once child hit teens

California Youth since 2002

- Youth clubs in So CAL and No CAL
 - Coed/u12
- No rapid expansion or growth, organizational limitations: cultural
- In 1980s: No CAL had over 20 youth teams in a league format.
- All volunteer based, not sustainable businesses

Summer 2011

- Steve Locke/Tej Singh BOD: Combined forces
- Youth Focus has to be a priority
- Youth Task force created for 2011:
 - Tina Reinprecht, Tom Harris, Cindy Slagle, Barb Liles, Simon, Steve, Tej, Mary McConnell
 - 200 hours logged summer 2011 back and forth
- Created a program and funding need
- Incentives/National programs/SWOT
- Lagging Rugby/Lacrosse/Roller Hockey

FUN

- Steve and USFHA allocated funds for FUN
 - Ask was 80K, received 250K
- A National program for awareness
- Increase youth awareness
- Support National movement
- Utilize clubs as end point
- Increase annual numbers of u12 memberships
- Liz Tchou and her team recruited

Ultimate Goals

- Sport awareness needs to increase
- Sport Youth Diversity a potential
- Boys growth so badly needed
- Regional growth
- Building of entrepreneurs
- Increase U12 membership brings in revenue
- Marketing/Sport growth potential