

Date	Start time	End time	Topic	Location	Presenter	Title
1/19/2018	9:30 AM	10:30 AM	The Role of the Board of Directors in Youth Clubs	104 A	Jeff Heaton, David Jones, John DiGiuseppe, Chris Branscome (moderator)	Jeff Heaton – Past President, Colonial Soccer Club David Jones - Director of Recreational Soccer, Montgomery United SC John DiGiuseppe - West Chester United/Penn Fusion Chris Branscome - CEO, Eastern Pennsylvania Youth Soccer
	11:30 AM	12:30 PM	Soccer, Travel and Housing: 2018 and Beyond	104 A	Kevin Wilmore	Kevin Wilmore - Vice President Event Services - Anthony Travel
	1:00 PM	2:00 PM	Funding Your Organization Through Relationships	104 A	Kyle Swords	Kyle Swords - Sales Manager - Anthony Travel
	2:30 PM	3:30 PM	How & Why Parent Engagement Must Become A Youth Soccer Priority	104 A	Rob Kusel	Head of Consulting - Cogeo
	9:30 AM	10:30 AM	Mindmapping: A method to Understand Your Sport Leadership Vision	104 B	Skye Eddy Bruce	Founder - Soccer Parenting Association
	11:30 AM	12:30 PM	Fiduciary Responsibility and Financial Controls within a Club or State Association	104 B	Dr. Amy Giddings	Associate Clinical Professor - Drexel University
	1:00 PM	2:00 PM	Using the Multidimensional Model of Leadership to Best Achieve Program Success	104 B	Yvette Saenz, Audit Committee, Peter Mariahazy	Yvette Saenz - Director of Accounting and Finance, US Youth Soccer Teresa Goody - The Goody Group LLC
	2:30 PM	3:30 PM	Let's Start a School for our Elite Soccer Players	104 B	US Youth Soccer Treasurer	Peter Mariahazy -
	9:30 AM	10:30 AM	You Make the Call: TOPSoccer Situational Analysis	106 A	Dr. Amy Giddings	Associate Clinical Professor - Drexel University
	11:30 AM	12:30 PM	Soccer 2.0 Millennials and your cause. The Revolution is closer than you think!	106 A	Dr. Nooha Ahmed-Lee	Dr. Nooha Ahmed-Lee - Head of School, YSC Academy
	1:00 PM	2:00 PM	Effective Strategies for Players with AD/HD	106 A	Jim Pierce	Jim Pierce - Pre-Academy Manager, Philadelphia Union
	2:30 PM	3:30 PM		106 A		
	9:30 AM	10:30 AM	Soccer Programs offered on non-traditional play spaces	106 B	Ed DeMulder	Vermont Soccer Association President / US Youth Soccer Eastern Region Top Soccer Chair
	11:30 AM	12:30 PM	Leading Your Organization: Developing a Positive Coaching Culture	106 B	Ziad Tleimat	Teamrunner - CEO
	1:00 PM	2:00 PM	School Engagement - Elementary School pathway with Health and Wellbeing as a key initiatives	106 B	Shawn Danhouser	US Youth Soccer Midwest Region - TOPSoccer Chair
	2:30 PM	3:30 PM		106 B		
	9:30 AM	10:30 AM	Financial Risk Management for Youth Organizations	202 A (classroom)	Mark Maxi, Lawrence Cann, Dillon McConvey	Mark Maxi – Moderator Lawrence Cann - USA Street Soccer Dillon McConvey - US Soccer Foundation
	11:30 AM	12:30 PM		202 A (classroom)	Kelly Kratz	Lead Trainer - Positive Coaching Alliance
	1:00 PM	2:00 PM	Effective Background Screening: Navigating the Challenges and Maximizing the Benefits	202 A (classroom)	Tom Condone, David Batch, Justin Bredeman, Diana Gonzalez	Tom Condone – US Youth Soccer South General Manager David Batch - Premier Education Group Justin Bredeman, Soccer Shots
	2:30 PM	3:30 PM	Creating an Accurate Club Budget	202 A (classroom)	Ken Ward	Diana Gonzalez - Institute of Health Care Management
1/20/2018	9:30 AM	10:30 AM	Expanding your Organization the Smart Way: Keeping consistency in branding, communication and data as you add affiliate clubs or locations.	104 A	John Weinerth	Vice President, Soccer -NBC Sports Group Company
	11:00 AM	12:00 PM	How to Bring in Sponsorship Revenue to Your Club or Organization	104 A	Gabby Roe	Head of Business Development/President - YSC Sports Marketing
	1:00 PM	2:00 PM	15 Habits of Top Sports Websites	104 A	Brad Skeen	American Eagle
	9:30 AM	10:30 AM	Growing TOPSoccer in Your Association: Best Practices in Marketing and PR	104 B	Dave Robinson	US Youth Soccer South Region - TOPSoccer Chair
	11:00 AM	12:00 PM	Reducing Parental Sideline Communication and Stress - The Sideline Project	104 B	Skye Eddy Bruce	Founder - Soccer Parenting Association
	1:00 PM	2:00 PM	Building a Brand Powerhouse: Tips and Tricks to effectively market your sports organization in the digital age.	104 B	Jared Bertsch	Marketing Communications Manager - NBC Sports Company
	9:30 AM	10:30 AM	Best Practices for State Referee Development and Promotion	106 A	Rich Grady	US Soccer National Referee Coach, Illinois SDJ, Region II Administrator
	11:00 AM	12:00 PM	FIFA Points of Emphasis for Match Officials (Part 1)	106 A	Rick Eddy	US Soccer Director of Referee Development
	1:00 PM	2:00 PM	FIFA Points of Emphasis for Match Officials (Part 2)	106 A	Rick Eddy	US Soccer Director of Referee Development
	2:30 PM	3:30 PM	Trends in Effective Online Assigning and Certification	106 A	Dick Triche	Officials Management Group
	9:30 AM	10:30 AM	US Youth Soccer Presidents Cup, looking ahead.	106 B	National Presidents Cup Committee	
	11:00 AM	12:00 PM	US Youth Soccer National Championships Series, Where we are and where are we going.	106 B	National Championships Committee	
	1:00 PM	2:00 PM		106 B		
	9:30 AM	10:30 AM	Best Practices on Background Checks	202 A (classroom)	Risk Management Committee	
	11:00 AM	12:00 PM		202 A (classroom)		
	1:00 PM	2:00 PM		202 A (classroom)		
				202 A (classroom)		