

Elite Clubs National League

Member Club Standards and Guidelines 2009-2010 Season

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Member Club Standards and Guidelines

The following Member Club Standards and Guidelines (the "Standards") have been established by the Board of Directors of the Elite Clubs National League, Inc. (the "ECNL") for its member clubs ("ECNL Member Clubs"). The Standards are provided to help ECNL Member Clubs share best practices in player development and to improve the overall standard of player development in the ECNL, to insure the long-term success and stability of the ECNL, and to assist in the growth and development of the ECNL.

The Standards consist of expectations and guidelines in the following areas:

- > Participation and Communication Standards
- > Administrative Standards
- > Technical Guidelines

Mandatory Compliance:

The Participation and Communication Standards and the Administrative Standards are requirements for membership in the ECNL, and all ECNL Member Clubs must abide by these requirements.

Recommendations:

The Technical Guidelines are provided as recommendations for each ECNL Member Club. The Technical Guidelines are not requirements for membership in the ECNL, but are provided as recommendations to assist ECNL Member Clubs in providing an optimal environment for player development.

Enforcement:

The ECNL is a member-based organization, and as such is a self-policing organization. Any violations of the Competition Rules or the Standards by an ECNL Member Club should be reported to the ECNL Board of Directors. Reporting of violations of the Competition Rules or the Standards is encouraged as a method to maintain consistent levels of professionalism and fairness in the ECNL.

ECNL Participation and Communication Standards

ECNL Member Club Meetings:

The ECNL will have one annual summit meeting each calendar year (the "Summit Meeting"). ECNL Member Clubs are required to have at least one member of the ECNL Member Club's technical staff attend the Summit Meeting.

Any ECNL Member Club that fails to meet the attendance requirements for the Summit Meeting will be subject to discipline by the ECNL Board of Directors, including assessment of a \$500 fine.

Communication:

Each ECNL Member Club must provide the ECNL with up-to-date contact information for the primary ECNL contact for the ECNL Member Club, and for the head coaches of each ECNL team in the ECNL Member Club. Contact information, and changes to contact information, should be emailed to Doug Bracken at dbracken@ohioelite.com.

Each ECNL Member Club is responsible for insuring that their members and staff receive all required information distributed by the ECNL.

Each ECNL Member Club is responsible for insuring that all ECNL forms or informational requests are returned by the specified due date.

Participating Teams:

Each ECNL Member Club must field teams in all ECNL age groups every year, for the entire year. If an ECNL Member Club cannot field a team in an age group, or if an ECNL team in an ECNL Member Club withdraws from the ECNL, the ECNL Member Club may forfeit its membership in the ECNL.

Each ECNL Member Club must provide a signed copy of the ECNL Membership Agreement every year by the date established by the ECNL Board of Directors. In addition, each ECNL Member Club must pay the required annual fee for participation in the ECNL as set by the ECNL Board of Directors.

ECNL 2009-2010 Calendar – Important Dates

August 14-16, 2009 ECNL Competition

Eclipse Invitational – Libertyville, IL

November 1, 2009 New Member Application Period Opens

2010-2011 ECNL Event Hosting Bid Period Opens

December 4-6, 2009 ECNL Competition

Final Four Showcase - College Station, TX

December 31-January 3 ECNL Competition

Disney's Soccer Showcase presented by Chelsea FC – Orlando,

FL

January 1, 2010 Current Member Renewal Period Opens

January 13-17, 2010 ECNL Member Meeting (Not Required)

NSCAA Convention - Philadelphia, PA

January 15, 2010 New Member Application Period Closes

2010-2011 ECNL Event Hosting Bid Period Closes

February 15, 2010 Current Member Renewal and Membership Agreement Due

March 1, 2010 New Member Acceptances Announced

Event Competition Calendar Announced

March 12-14, 2010 ECNL Competition

Las Vegas College Showcase – Las Vegas, NV

March 15, 2010 New Member Membership Agreement and \$500 Initial Fee Due

May 1, 2010 2010-2011 ECNL Fees Due for all Member Clubs

May 29-31, 2010 ECNL Competition

PDA College Showcase - Zarephath, NJ

June 1, 2010 2010-2011 ECNL Schedule Announced

July 14, 2010 ECNL Annual Summit Meeting

ECNL National Championships - Seattle, WA

July 15-18, 2010 ECNL Competition

2009-2010 ECNL National Championships - Seattle, WA

ECNL Administrative Standards

Policies and Procedures:

Each ECNL Member Club must abide by all policies and procedures adopted by the ECNL. New ECNL policies and procedures will be distributed to ECNL Member Clubs when they are adopted. Copies of all ECNL policies and procedures are available at www.eliteclubsnationalleague.com under the "About" tab.

Compliance with the ECNL Competition Rules:

Every ECNL Member Club must abide by the ECNL Competition Rules. The ECNL Board of Directors shall have final authority regarding sanctions or punishment for violations of the ECNL Competition Rules. The ECNL Board of Directors shall determine sanctions and punishment at its discretion, and penalties assessed will vary based upon the type and frequency of the violation.

Competition Documentation:

ECNL Member Clubs must complete and submit all required player identification forms and match report forms for each ECNL game.

ECNL Marketing:

Consistency of use and marketing of the ECNL and its trademarks is of vital importance to the growth and development of the ECNL. As such, the following guidelines apply to all ECNL Member Clubs:

- 1. The game jerseys of each player competing in the ECNL must bear the official ECNL logo (the "Logo"). The Logo must be placed on one of the following locations of each game jersey: (i) the outer seam of the right sleeve of the game jersey (as viewed by the person viewing the front of the shirt); or (ii) above or below the number on the rear of the game jersey. Patches for this usage will be provided to each ECNL Member Club by the ECNL.
- 2. The homepage of the website of each ECNL Member Club must display the Logo along with the language "Official Member". The Logo shall be prominently displayed on the website page.
- 3. Each ECNL Member Club shall have a page on their website dedicated to the ECNL (the "ECNL Page"). The ECNL Page shall include, at a minimum, the following information provided by the ECNL: (a) background information about the ECNL, (b) the ECNL schedule, (c) the ECNL Frequently Asked Questions, and (d) other information as may be required by the ECNL from time to time.

See the ECNL Logo Usage Policy for more detailed information about use of ECNL marks and logos.

ECNL Technical Guidelines

ECNL Staffing:

Each ECNL Member Club should have a full-time professional coaching director. The director of coaching should have or be pursuing a USSF "A" or "B" license, or a similar level of licensure from another licensing body.

Each ECNL Member Club should have a specialist goalkeeping coach that regularly trains ECNL goalkeepers.

Each head coach of an ECNL team should have or be pursuing a USSF "C" license or higher, or a similar level of licensure from another licensing body.

Training Environment and Frequency:

The ECNL recognizes that player development primarily occurs in the daily training environment. As such, the ECNL encourages all ECNL teams to train at least three times per week during the competitive season, and to provide one day of rest every week during the competitive season. Accordingly, every player on an ECNL roster should be a player that regularly trains with the ECNL team.

The ECNL encourages all ECNL teams to insure that more than one member of the ECNL Member Club's technical staff is present for all ECNL team training sessions.

The ECNL encourages all ECNL Member Clubs to provide two "off-season" breaks each year for the ECNL teams. Each break should consist of three to four weeks to allow physical, mental, and emotional rejuvenation. One break should be provided after the completion of the fall / winter competitive season, and one break should be provided after completion of the spring / summer competitive season.

All ECNL teams should have access to high quality training facilities with the following minimum standards: at least ½ of a full size field per team, at least 2 portable goals per team, and at least one ball per player.

ECNL teams should have training uniforms to increase the professionalism of the training environment.

Player Development:

I. Developmental Curriculum

The speed and quality of individual player development improves when the training curriculum for player development is systematically planned throughout the player's entire youth career. As such, the ECNL encourages all ECNL Member Clubs to develop a standardized, developmentally appropriate training curriculum for each age group within the ECNL Member Club (the "Curriculum"). The Curriculum should include the technical, tactical, physical, and psychological standards and expectations for each age group. The ECNL will request submission of the Curriculum for the future season by each ECNL Member Club at the conclusion of each ECNL season, and will utilize the submissions to share best practices between the ECNL Member Clubs.

II. Player Placement and Movement

The ECNL recognizes that: (i) players develop more quickly when they are challenged through competition against players of similar physical, technical, tactical and psychological ability; and (ii) players in the same birth year or age group will each be in different developmental stages physically, technically, tactically, and psychologically. As such, in order to maximize individual player development, the ECNL encourages ECNL Member Clubs to provide regular opportunities for top players at younger age groups to train with older players. Additionally, the ECNL encourages ECNL Member Clubs to provide competition opportunity at older age groups for uniquely skilled and talented individuals.

III. Technical Reporting

The ECNL encourages ECNL Member Clubs to prepare technical reports regarding the development and performance of each ECNL team and player within the ECNL Member Club at the conclusion of each ECNL Season (the "Technical Report"). The Technical Report will include: (i) a summary of the training sessions throughout the year, including the training priorities, outcomes and growth of the team technically and tactically throughout the year; (ii) a summary of the mental and psychological growth and performance of the team throughout the year; and (iii) individual player evaluations. To facilitate communication between ECNL Member Clubs and the US Soccer Youth National Team Program, the ECNL recommends that the individual player evaluations for players with potential to participate in US Soccer Youth National Teams be provided to the appropriate US Soccer National Team Staff. The ECNL will request submission of a Technical Report from each ECNL Member Club at the conclusion of each ECNL season, and will utilize the submissions to share best practices between the ECNL Member Clubs.

Competition Environment:

The ECNL encourages ECNL Member Clubs to limit the participation of their ECNL teams in competitions with more than one game per day, or with more than three gamedays in succession.

The ECNL encourages all ECNL Member Clubs to provide reasonable playing opportunities for all players on an ECNL roster. While there are no minimum starting or playing time requirements in the ECNL, if a player is on an ECNL roster they should be provided with competition opportunity.

The ECNL encourages all ECNL Member Clubs to insure that more than one coach is present in the team technical area for each ECNL game.

ECNL Coaching Code of Conduct:

The ECNL recognizes that the sport of soccer is for the players, and the ECNL is founded with the mission of improving the daily developmental environment for female youth players. Coaches of ECNL Member Clubs play the largest role in creating a positive training and competition environment that promotes learning, growth, and development as both a person and as a soccer player.

The developmental path for elite athletes is not an easy one, and is filled with unavoidable moments of challenge, frustration and disappointment. However, coaches that can provide guidance to players along this path will ultimately help the players to fulfill their athletic and personal potential. The ECNL is committed to allowing athletes to grow within both a challenging and a positive environment. As such, the ECNL promotes the following coaches code of conduct:

- ➤ Coaches understand that the health, safety, and moral education of the player is always the first priority in the athletic experience, and is placed above the development of performance.
- ➤ Coaches will treat all players with dignity and respect, directing feedback at the performance not the person.
- Coaches will not discriminate against players based upon race, nationality, religion or sexual orientation.
- Coaches will not use profanity or abusive language towards players, parents or officials.
- ➤ Coaches will be positive role models for their players in regards to health, patience, sportsmanship, and personal integrity.

- Coaches understand that the desire to win does not mean the desire to win at all costs.
- ➤ Coaches are first and foremost teachers, and recognize that this relationship develops from mutual trust and respect.
- Coaches will teach humility in victory and graciousness in defeat.
- Coaches will encourage players to be personally accountable for their actions, decisions, and performances.
- ➤ Coaches will regularly pursue continuing coaching education and professional development in order to improve their ability to teach players.

ECNL Players Code of Conduct:

The following ECNL Players Code of Conduct is provided as a guideline to help players in the ECNL maximize their individual potential and to succeed as a quality player and person.

- ➤ I will be committed to developing myself as a soccer player by attending every team training that I possibly can, understanding that regular training is the foundation for competitive success, and will notify my coaches as early as possible of any training absences.
- ➤ I understand that character is as important to success as is ability, and will demonstrate the highest level of character at all times.
- ➤ I understand that striving to win, which consists of 100% physical and mental commitment to performing to the best of my ability, is more important than winning.
- ➤ I will demonstrate personal accountability by accepting responsibility for my own actions, and for my own performances, on and off the field.
- ➤ I understand that individual training is an integral part of the development process, and will commit to regular individual training.
- ➤ I will treat my coaches, other players, officials and fans with respect regardless of race, sex, creed, or abilities.
- ➤ I will not engage in any behavior that would endanger the health, safety, or well being of a coach, parent, player, participant, league official or any other attendee.
- ➤ I will not use profanity or engage in verbal or physical threats or abuse aimed at any coach, parent, player, participant, league official or any other attendee.

- > I will demonstrate good sportsmanship in my actions, before, during and after the game, regardless of the result of the game or my own performance.
- ➤ I will always show respect for those involved in the game, whether they are players, coaches, trainers, referees, administrators, or parents, and will not ridicule or demean another player, coach, parent, referee, trainer, administrator or parent.
- > I will not use alcohol or illegal drugs.
- > I will respect the facilities on which I train and compete, and will leave them clean and in good condition.