



2014 HFC Membership Letter

To Our Membership:

Marty and I want to begin this letter with a thank you to all of the HFC membership for your continued support of our soccer mission. HFC's success is shared between our players, coaches, managers, volunteers, and soccer families. We couldn't do it without you. We are celebrating our 15 year anniversary and could not be more proud of the positive impact we have had on our community and changing the lives of over 5,000 players.

We are also proud of what HFC was able to accomplish during the 2013-2014 season. We remained on course, pursuing the long view on player development and operational sustainability and that model continued to prove successful on and off the pitch. We experienced many successes this past season including the merger with VFC, revenue diversification, long range planning, reaching eight state championship games, capturing four more state titles, record membership growth... and the list goes on.

We would like to reflect on the past season look ahead to next season.

Reflecting on the 2013-2014 Season

Last season was extremely successful for us. Just about everything turned out well – in some cases, very well. We'd like to recount the past season's successes and challenges.

- **Valley Futbol Club Merger**

The merger with Valley was extremely successful. We were able to seamlessly integrate operations with minimal impact to the players. The merger increased our membership to over 800 players and allowed us to become more competitive while maintaining Madison-based soccer development for the Jr. Academy, U9, and U10 teams.

- **Total Soccer Development**

Our commitment to total soccer development remained steadfast. We continued to invest in our curriculum to provide not only the best development experience, but the best soccer experience for our players. This investment also included forming a strategic alliance with BUSA and partnering with Vestavia Soccer Club to increase player development opportunities for our players. This cooperation provided our players with access to the Elite Clubs National League (ECNL), showcase events through Team Adidas, and additional college combines.

- **Fundraising**

Our goals were to maintain and grow traditional fundraising activities while pursuing revenue diversification. We wanted to pursue long term growth initiatives and maintain club and player fees at current levels. Our Fall and Spring soccer tournaments were successful. Our third annual Poinsettia sale and second annual golf tournament continued to grow and met revenue expectations. Our newly implemented sponsorship strategy, focused upon new uniforms, resulted in securing Woody Anderson Ford as our primary sponsor and the Huntsville Hospital/The Orthopedic Center (TOC) as a secondary sponsor. We were also to secure a sponsorship with Dick's Sporting Goods.

Sponsorships are new to HFC but have been successfully developed by other clubs for several years. We will continue to pursue new and develop existing sponsorship opportunities as well as review other fundraising projects that align with our core values and help propel our club forward.

- **Community Outreach**

HFC remained the only soccer program for our special needs kids in North Alabama through our TopSoccer program. We continued to work with Madison County by providing training to enhance their development efforts. Over the summer, we consistently offered free camp and soccer play dates to our community to expose more players to this beautiful game.

- **Communications**

You spoke and we listened. We distributed our first membership survey last year and identified several areas that required our attention. While relationships with and training of skilled coaches and team managers are paramount to membership satisfaction, the underlying theme from the survey responses was the overall lack of consistent communication. We were simply not doing a good job communicating to you. Our communications were too often fragmented and inconsistent.

We took steps to fix it. We implemented a weekly newsletter and general membership emails to announce events like tournament results, camps, tryouts, player development opportunities, and provide general notifications and announcements. We also started to better leverage our social media outlets: Twitter and Facebook to reinforce the message and provide more real-time messaging.

Our goal is to ensure everyone receives the same message and information at the same time across all of our social and communication outlets. We also want to ensure a consistent relationship and communication between coaches and team managers and their players and soccer families. Look for more positive changes as we continue to improve our communication methods over the coming months.

Looking Ahead to the 2014-2015 Season

We are extremely excited for the upcoming season. It will be our best yet. Let us set the stage for success and walk you through a few of the things we have planned for the 2014-2015 season.

- **Summer Camps and Training**

We will continue to offer ongoing summer training leading into our preseason camps in July. These specific team building camps are instrumental in starting the season off with the right mindset and team work necessary to compete at the highest level. This includes bringing in UAH staff to once again join us for elite training of our Division I teams during the preseason sessions.

Our website has all summer camp and preseason camp details. The Fall 2014 season will open July 15th and we want to make sure everyone is ready to hit the ground running.

- **Total Soccer Development**

Our curriculum and model are set and steadfast in our development plans. We are blessed with the best coaching staff in North Alabama and have recently added several new coaches including a few that have played professionally in England and for the MLS.

HFC is now a Nike Premier Club allowing our elite teams to have special access to elite tournaments such as the Dallas Cup and other tournaments that have been traditionally difficult for our teams to access. Our relationship with BUSA and Tuscaloosa will provide post season tournament opportunities for those players desiring national exposure and collegiate playing opportunities.

Along with access to the ECNL and Team Adidas, we will continue offering our winter indoor program for U9 – U12 players and will be bringing back the LA Galaxy MLS camp.

We also redesigned the Jr. Academy program to better serve our U6 and U8 players. The newly designed program will provide a more traditional recreational model and environment that includes parent coaches and actual teams coupled with our Total Soccer Development curriculum and coaching leadership. The new Jr. Academy program will kick-off with the Fall 2014 season.

- **Sponsorship**

As mentioned, HFC has secured sponsorship agreements with Woody Anderson Ford and The Orthopedic Center through the 2015-2016 season. Starting with the 2014-2015 season, Woody Anderson Ford's logo will be featured on the new competitive game jersey and TOC's logo will be featured on the practice jersey. Partnering with Woody Anderson Ford and TOC is a massive step forward for HFC; one that broadens our reach into the North Alabama soccer community.

Dick's Sporting Goods has also agreed to provide assistance for our soccer tournaments. We will continue to develop new sponsorship opportunities during the 2014-2015 season.

- **Fundraising**

We will focus on improving upon the success of our soccer tournaments by exploring ways to expand the number of teams that participate, recruiting and training project leaders , and by carefully selecting tournament dates that are both convenient and navigate around competing tournaments. We will improve upon the elements of managing the Poinsettia Sale and our HFC Golf Tournament. We believe that better planning and communications with our membership coupled with the participation of more members in these fund raising projects can lead to higher levels of success. We are also developing opportunities for teams and players to raise funds to offset team fees. And lastly, we will be reaching out our members to explore new fund raising opportunities that are consistent with our values.

- **Community Outreach**

HFC will continue our efforts to support soccer in our area and explore new ways to expand and grow our program. We believe that this can be accomplished by marketing our history and story of the Total Soccer Development curriculum, delivered by trained and licensed coaches. We will consider partnerships with other soccer clubs if we believe that the quality of our program and values can be maintained and managed appropriately. We will continue to be supportive of the Top Soccer program. We want to play a viable role in improving the soccer experience for youth in Huntsville, Madison, Madison County and throughout northern Alabama.

- **Technology**

Our team took small steps last season to drive HFC's online presence forward to provide a better experience for our membership and support our new communication strategy. The first step was implementing online registration and payment for tryouts. Next steps will be the launch of new website this summer that allows for dynamic and interactive engagement of our membership, new tournament registration and promotion management through SincSports, the integration of social media into our new website presence, and new communication tools. Look for updates over the coming weeks as we make more progress on the HFC and tournament website rollouts.

- **Initiatives/Projects**

Our biggest need to propel HFC to the next level is access to our own soccer facilities. We are working diligently to prepare and announce plans for a soccer facility that would allow us to offer year round training opportunities. We are planning and hope to build fields in the next 3 to 5 years.

As we continue to experience positive growth, our organization must also grow and adapt. As a result, we are evaluating the organizational structure and management model of the Alabama Youth Soccer office as we determine our path forward. Part of our evaluation includes the possibility of hiring an Executive Director of Operations.

We believe that building these resources and adapting to the growth are important to our continued success and ability to offer top level programs and services to our youth soccer players.

In Closing

Marty and I are incredibly lucky to be part of the HFC team during these exciting and transformational times. The support and commitment of our players, coaches, managers, volunteers, and HFC families is phenomenal. With your active involvement in our club and continued support of our three core values: total player development, volunteerism, and community outreach, we will have another record breaking 2014-2015 season on and off the pitch.

Lastly, we want to take a moment and share HFC's mission with you again:

Huntsville Futbol Club's mission is to share with every player a genuine love for the beautiful game by helping each player reach his/her fullest potential as a soccer player and as a person. We achieve this mission by providing positive role models that our players can emulate, providing a safe, positive, and professional environment for our players to learn and play soccer, competing with integrity and confidence, and reinforcing the life lessons of teamwork, sportsmanship, and fair play.

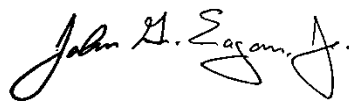
HFC could not achieve any of its success without you, our members.

Thank you,

Marty Clark, General Manager and Director of Coaching

A handwritten signature in black ink, appearing to read 'John Eagan', written in a cursive style.

John Eagan, President

A handwritten signature in black ink, appearing to read 'John A. Eagan, Jr.', written in a cursive style.