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A bi-monthly publication of the Kamloops Youth Soccer Association

KYSA Hires New Executive Director!

The Kamloops Youth Soccer Association has hired a replacement for retiring Executive Director, Keith Liddiard.

Missy Cederholm, who has worked for the Kamloops Blazers as their Ticketing/Promotions Coordinator since August of 2012, began employment with the youth organization on October 1st.

Cederholm graduated from Thompson-Rivers University with a BBA (with Honors) in Marketing and Finance in 2010. She brings to the Executive Director's position qualifications and experience that will be of great benefit to the association, which, in the 2018 season, registered 3300 players.

Amongst her many attributes, Missy has significant experience in sponsorship recruitment and retention, event management, volunteer supervision, promotions, and customer service. Missy was born in Vavenby and moved to Kamloops in 2005. She has been involved in lots of different sports and enjoys playing and refereeing hockey.

"The KYSA is truly going to miss the leadership that Keith has given to the association over the past ten years," says KYSA President Candace Dodson-Willis. "We cannot thank Keith enough for all the hard work he has done and we are going to miss him immensely. However, as with everything in life, the KYSA is always changing, and we are very excited to add Missy to our team!"

Liddiard was hired by former KYSA President, Graham Cope

and began his role with the organization on October 1, 2008. Over the ten years he has served as the association's Executive Director, he is credited with transforming the KYSA into a more business-like operation. He has brought many new corporate sponsors on board, resulting in the infusion of hundreds of thousands of dollars. Those funds have been used to keep player registration fees to a minimum, as well as to enhance the KYSA's many programs.

During his tenure as Executive Director, Liddiard has brought three Provincial Cup competitions and the National U16 Club Championships to Kamloops.

Liddiard also launched the KYSA's *Soccer Shorts* newsletter upon his arrival. This edition is the 58th he has produced for the association.

Prior to joining the KYSA, Liddiard served as the Executive Director of BC Youth Soccer for twenty years, as the Head Coach of the Pitt Meadows Soccer Club for six years, and as the GM of Premier Soccer Experiences for five years—a company that ran residential soccer camps during the summer at Shawnigan Lake School on Vancouver

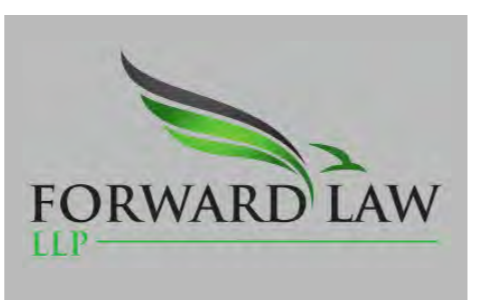
Island, and a mammoth mini-soccer festival for 300 teams at BC Place Stadium in Vancouver between Christmas and New Year's.

Liddiard will work with Missy through the months of October and November to facilitate a smooth transition. His final day at KYSA will be November 30th.



Missy Cederholm

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Proud Sponsors Of The Kamloops Youth Soccer Association's Annual Soccer School Program

From the desk of Technical Director, Ciaran McMahon...



The week of Sept 24 to 30 is known as "Coaches Week". It is a time to reflect on the coaches in our lives and the dedicated work they do for us as learners.

I would like to take this opportunity to

thank those of you who take on the role of coach. The efforts you take to improve yourself as a coach, plan a practice, and create a safe, positive and rewarding environment for those in your charge is truly valuable in the short term, and significantly impactful over the life of each player. Your work can go without real appreciation but we coach for the players; it is in their growth that we find our reward. We are teachers, educators and mentors and we find satisfaction in knowing we did our best for each and every player because, to fail one can feel like we are failing all.

We can all remember a coach or mentor from our past who was truly influential in our lives and helped to shape the person we are today. Those memories are very powerful. We had someone who believed in us for who we could be and not just because of who we are. The relationships you build will last a lifetime for those you have impacted.

Thank you for taking on that challenge and looking to impact the lives of each and every member of the KYSA as positively as you can. #togetherwearekysa

Of course, we only receive the joy of coaching because of the players who trust us

with their guidance. I hope you can each take some time to reach out to the players you work with and thank them for trusting you with their guidance. You may be surprised at the appreciation that comes back to you.

Upcoming programs... Our winter programs are currently posted on our website and filling quickly. All of our indoor programs are led by myself and Senior Staff Coach, Mark Bell. A summary follows:

Select & Showcase Programs... For any currently registered select program roster or reserve player born 2008 through 2004 and 2003 through 2001 (for the Showcase program). For the dedicated and motivated learner, this program provides an expectation of high focus and performance.

U7/8 Keener Program... For any player born 2011 and 2012 who loves soccer and is keen to grow their knowledge of, and love for, the game (those interested in playing goalkeeper at U8 are also welcome).

Super Skillz Game Night... For any player U5 to U13 (born 2014–2006) our popular Super Skillz night offers a casual environment to learn new skillz and get some extra touches on the ball. Players are grouped into teams (based on age/ability/ friendships) and will play scrimmage games under the supervision and guidance of expert coaches.

Small Group Training... For the keen and focused U9 to U15 player (born 2010– 2004) wanting detailed attention and improvement in several technical areas (GKs are also welcome). The program involves small groups of 4 to 8 individuals (or teammates) who are dedicated to accelerating their growth and confidence in the beautiful game.



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Office Hours

July-October: 9:00am-2:00pm
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Closed Mondays & Stat Holidays

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MISSION STATEMENT

KYSA is a volunteer organization that is dedicated to offering youth in Kamloops a positive, fun soccer environment at the recreational and competitive levels, with coaches who are dedicated to the players and their development, while at the same time promoting sportsmanship and fellowship amongst all its members.

From the desk of Executive Director, Keith Liddiard...



She doesn't always get the recognition she deserves, but BC Soccer Youth Director **Rob Lennox** and his wife **Mairi** made sure that long-time KYSA office coordinator and registrar **Carolyn Birch** was thanked for her invaluable contribution to-

ward the KYSA's hosting of the Girls Provincial B Cup, held July 5-8, 2018 at McArthur Island (see photo). As the BC Soccer delegation observed, Carolyn is the administrative backbone of a KYSA office that includes yours truly (until the end of November), Technical Director **Ciaran McMahon**, Senior Staff Coach **Mark Bell**, Program Coordinator **Clive Lovett** (who also did yeoman's service in the staging of the provincials), office assistant **Donna Marshall**, new Executive Director **Missy Cederholm** and Bookkeeper **Justine Rinaldi**.



LtoR: Rob Lennox, Carolyn Birch and Mairi Lennox in the KYSA office during the 2018 Girls Provincial B Cup.

Four former KYSA players have made the roster of this year's men's TRU squad, while women's coach **Kelly Shantz** recruited one new grad.

Jared Keim, **Justin Donaldson**, **Koltan Storzuk** and **Zahk Barone** are in **John Antulov's** team that is hoping to improve upon last year's Bronze medal finish in the CIS Nationals, while **Ainsley Grether** is bolstering the women's team roster.

It is with great pleasure that we are able to acknowledge the addition of another sponsor to our organization. Only it is not a business in this instance... it is Thompson-Rivers University. The WolfPack have come aboard to support the revamped fall program for boys and girls ages 4 to 14, which is already underway. The university has provided t-shirts for every participant and

will sponsor a \$500 KYSA scholarship award in 2019. TRU's contribution to our scholarship program will mean a total of \$6,000 will be given out to graduating KYSA players next year. While the KYSA and TRU have enjoyed a very harmonious relationship over the years, this is the first time in recent memory that the university has financially supported the KYSA's activities.

Mark your calendar! The 2018 KYSA Annual General Meeting will be held Thursday, November 22nd. The location of the meeting is to be announced shortly. There will be four director's positions to be filled at the meeting. **Candace Dodson-Willis**, **Tony Cuzzetto** and **Colin Guise** are the directors whose terms are up this year. There is also a need to fill the vacancy created when **Brock Freathy** had to resign in the summer. Director's terms are for two-years.

It is with regret that I advise that **Fresh Is Best Salsa & Company** will no longer be sponsoring the **Errol Wild Active Start Mini-Soccer Festival** held annually in June. We extend our sincere appreciation to owners **Colin and Lisa McGaffin** and Community Development Coordinator **Marla Ronnquist** for their support over the past three years. In the meantime, we are in the process of securing a new sponsor for the event.

In other sponsorship news: I am delighted to announce that our loyal select program partners **BMO Bank of Montreal** have agreed to renew their financial support of the KYSA for another three years! This is the third, 3-year agreement between the association and the bank. Our thanks to BMO Fortune Shopping Centre Branch Manager, **Troy Fenrich**, for his role in advocating with his colleagues for another three-year commitment to our organization.



KYSA U18 Girls - Silver Medalists - 2018 Girls Provincial B Cup: Back row, LtoR: Glenda MacLean (Asst.Coach), Jaden Carroll, Jaida Lewis, Kendra McDonald, Gurmeet Padda, Emily Clark, Dani Breikreutz, Rhean Holling, Alina Saari, Mykaela Woods, Avery Gilbert, Piper Conner, Bailey Schmidt (Trainer), Mark Bell (Head Coach). Front row, LtoR: Jessica Greffard, Evie Bakker, Kaitlin Ramsay, Payton Defehr-Robb, Shannon Giesbrecht, Dani Falsetta, Kenedi Welsh-Hicks, Marie-Claire Marshall, Georgia Susheski.



KYSA U16 Girls - Silver Medalists - 2018 Girls Provincial B Cup: Back row, LtoR: Ryan Strank (Head Coach), Brianna Powrie (Asst. Coach), Ali Onstine, Emily Hinds, Sadie Moyer, Carsen Moffett, Jordyn Lodermeier, Katie Gregson, Fiona Brisco, Nicole Thomas, Olivia Corke, Naomi Hori (Manager). Front row, LtoR: Maiya Zimmerman, Ridley Best, Daisy Dalke, Kila Pigeon, Satinka Manuel, Carmen Newman, Rebecca Ward. (Photos by Brian Dennehy Photography)

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