

**Summary of the Annual Business Meeting of the
United Soccer Coaches Association**

Friday, January 17, 2020

Baltimore, Maryland



Call to Order

President Jeff Farnsworth called the meeting to order at 2:03 p.m. Eastern Time, Friday, January 17, 2020.

1. Welcome Remarks – Jeff Farnsworth

- Mr. Farnsworth welcomed attendees to the Annual Business Meeting of the Association.
- He expressed his thanks to the Association's Board of Directors for the work they have done this year, particularly in the area of strategic planning.
- Mr. Farnsworth stated that the Board has identified four core areas for attention over the next year. These are:
 - Membership satisfaction and services;
 - Financial stability;
 - Education; and
 - Advocacy

2. CEO Comments – Lynn Berling-Manuel

- Ms. Berling-Manuel reported that the Association has reached the culmination of a five-year strategic plan adopted in 2016. Over that time, the Association has focused on the following areas and initiatives:
 - Technology upgrade;
 - Establishment of a “horizontal” education pathway;
 - Creating an exception service experience for members;
 - Injecting United Soccer Coaches into the discussion of soccer-related issues in the United States; and
 - Rebranding the Association.
- Ms. Berling-Manuel also reviewed some of the accomplishments of the past year. In May 2019, the Association rolled out a new technology platform (SalesForce). It also undertook a member satisfaction survey, which yielded a satisfaction score of 47 (50 is deemed “excellent” on the survey scale). Also this year, the Association introduced a new membership model. Under the new model, the cost of membership increased but membership now includes access

**Summary of the Annual Business Meeting of the
United Soccer Coaches Association**

Friday, January 17, 2020

Baltimore, Maryland

to the Association's online education courses. Downloads of these courses increased year-over-year from 15,000 to 50,000.

- Ms. Berling-Manuel concluded her report by stating that the Association staff has undertaken to reimagine the Convention, exemplified by the inclusion of an "Innovation Hub" for the first time this year.

3. Statement of Appreciation – Jeff Farnsworth

- Following Ms. Berling-Manuel's comments, Mr. Farnsworth expressed appreciation to Immediate Past President Lesle Gallimore, who will be cycling off the Board of Directors after six years of service. Ms. Gallimore has given many more years of additional, non-Board service to the Association. At present, she serves as co-chair of the Board's Strategic Planning Subcommittee on Education, a role that she will continue into 2020.

4. Election Results – Missy Price

- Nominations and Elections Committee Chair Missy Price reported to the membership that Rusty Oglesby had won the election to become a Board member.
- Mr. Oglesby will join the Board as Fourth Vice President in 2020 and will serve as President of the Association in 2024.
- Ms. Price extended her congratulations to Mr. Oglesby and thanked all the Association members who participated in the election as either a voter or a candidate.

Upon the conclusion of Ms. Price's remarks, a motion to adjourn was made, seconded, and approved.