



David Amidon
Partner
damidon@burnslev.com
617.345.3578

VIA EMAIL

January 7, 2021

Michael Borislow
Executive Director
Massachusetts Youth Soccer Association, Inc.
512 Old Union Turnpike
Lancaster, MA 01523

Re: Massachusetts Youth Soccer Association
2020 AGM Elections — Statement of Candidacy

Dear Mike:

At the upcoming annual general meeting of Mass. Youth Soccer, I am seeking re-election to the positions of Executive Vice President of Mass. Youth Soccer, and a member of the Mass. Youth Soccer Board of Directors. Following is my *Statement of Candidacy*.

As was the case in 2017, I seek re-election to continue and expand my present leadership role within the youth soccer landscape, locally, regionally, and nationally. As we emerge from the dark days of the pandemic, soccer will be an even more relevant and popular youth activity, nationally and in Massachusetts. My passion for the game and the children who play it, coupled with my experience as a leader and administrator will continue to advance Mass. Youth Soccer's mission of organizing and running programs and activities comprising the premier youth sports state association in the country.

My relevant experience and service to youth soccer include:

- Currently, I serve as the Executive Vice President (EVP) and a Board member of Mass. Youth Soccer. As EVP, I have handled a myriad of responsibilities and tasks, including:
 - Service on the Executive Committee, which handles much of the day-to-day governance tasks and issues.
 - Service as "function leader" within the Board for both rules & policies and legal matters; as such, I have frequent and significant input on governance and rules issues and interpretations, legal issues and concerns, and risk management and mitigation.
 - Active involvement in defining and implementing a broad range of the association's strategic initiatives and priorities.
 - Working with you and the state office staff on a variety of issues, including member governance upgrades, and heightened efficiencies in Progin Park field licensing.

- Regular service on grievance and appeals committees.
- Regular representation of Mass. Youth Soccer annually at numerous USSF, USYSA and Regional meetings and functions.
- Prior to my appointment as EVP, in 2010 I led a constitutional task force's successful efforts to rewrite Mass. Youth Soccer's governance documents, streamlining the association's management structure and bringing in best practices in these regards. I am actively involved now in updating that governance project this spring.
- I have almost 30 years of serving in a variety of administrative and leadership roles in youth soccer, including as President and a Board member of Newton Girls Soccer, and as a business and legal advisor to several other youth and adult soccer clubs and organizations. In these roles, my specific accomplishments included:
 - Leading efforts to draft and implement governance "best practices" at the club and town program levels.
 - Founding a Newton-based high school player development program, which identified the prospective varsity player pools for Newton North, Newton South, and area private schools, and provided professionally-coached, player development-focused winter and spring training and competition, to better prepare these players for their ensuing fall varsity seasons.
 - Designing, running, and participating in coaching development programs as an instructor and mentor to other youth coaches.
- I also have almost 30 years in coaching youth soccer, from town-based recreational programs for elementary school-aged children to top-level competitive high school aged athletes. I currently hold a USSF "D" license, and Mass. Youth Soccer's equivalent of the NSCAA high school coaching certificate.
- In addition to my youth coaching experience, I have 16 years in coaching adult soccer: a very competitive EMWSL summer-only women's team comprised of top NCAA Divisions 1 and 3 players living and working in the Boston area.
- Finally, I officiated youth and adult amateur leagues for almost 20 years, earning a USSF Grade 7 referee's license.

Professionally, my "day job" is as a partner at the Boston-based law firm of Burns & Levinson LLP, where I manage a significant corporate practice concentrating on general corporate law, business transactions (including mergers and acquisitions) and corporate finance. I chair the firm's Business Media practice group, and function as the firm's chief marketing partner. Prior to joining B&L, I held a variety of management and in-house legal roles at companies in the business media and manufacturing spaces.

Without question, Mass. Youth Soccer is the gold-standard for state associations in youth soccer, if not all youth sports. The culture of right-mindedness and player-first development priorities, coupled with a leadership team that has become laser-focused on relevant and meaningful strategic initiatives, have differentiated us from our peers nationally. It shows in the programs and product we put onto the field, season in and season out. In my several years' tenure as part of that leadership team, I've learned that the

Michael Borislow
January 7, 2021
Page 3

youth soccer landscape is, and will remain dynamic. Adding to our challenge in the near term is successfully navigating the return to play from the COVID "time out" we've endured. I believe that my long service, both in youth soccer generally and within the Mass. Youth Soccer leadership team in particular, makes me uniquely qualified to continue for another term as your EVP and a Board member. I certainly have the energy and passion to contribute in these roles.

Thank you for the opportunity to continue serving Mass. Youth Soccer.

Sincerely,

David Amidon
Partner

DMA\DMA

4846-4320-3286.1



ALEX JOHN MACPHERSON

QUALIFIED AND HIGHLY MOTIVATED WOMEN'S SOCCER
COACH AND SPORTS MANAGEMENT PROFESSIONAL

████████████████████
Shrewsbury, MA 01545

👤 WHY ME?

Passionate and dedicated soccer coach and sports professional that has resided in Massachusetts since moving to the U.S. in 2010. I am eager to utilize my experience to continue to enhance the experience of youth soccer players throughout the state.

SATURDAY, JANUARY 9, 2021

MASSACHUSETTS YOUTH SOCCER ASSOCIATION | 512 OLD UNION TURNPIKE, LANCASTER, MA 01523

Dear Mr. Trudeau and the MYSA Board of Directors,

With this letter, I would like to formally express my candidacy for re-election to the Massachusetts Youth Soccer Association Board of Directors.

Having joined the Board in June of 2020, my first few months have been dedicated to providing any support possible to the efforts of ensuring that youth soccer in Massachusetts was executed safely and healthily for all of our membership. I must admit that the more experienced members of the Board shouldered much of this burden and I, along with every participant in the state, are indebted to their efforts to keep our game operational.

This has left me dissatisfied as a Board Member for a couple of reasons. Firstly, our game is still an obscure version of what we know and love. We must continue to follow the guidance for ongoing participation before we are in a position to play, safely and healthily, without restrictions. I will provide and leadership and insight possible to ensure that this happens.

Secondly, many Board Members, myself included, have been able to utilize our skill set, experience, and knowledge to benefit the members, as our energy and attention has solely been on the handling of the COVID-19 pandemic. It is my hope, that in the not-too-distant future, that I can increase the impact of my contribution to the betterment of our entire membership.

I must speak to the exemplary leadership that the Board of Directors has shown over several incredibly challenging months. I consider myself very fortunate to share time with them, learning from their experience, management, and guidance. I hope to continue to do so for years to come, with the hope that I can pay it forward in the future.

Thank you for the opportunity for this re-election and to continue to share my passion for soccer in Massachusetts.

Yours sincerely,

Alex John Macpherson



ALEX JOHN MACPHERSON

QUALIFIED AND HIGHLY MOTIVATED WOMEN'S SOCCER COACH AND SPORTS MANAGEMENT PROFESSIONAL

Shrewsbury, MA 01545

WHY ME?

Passionate and dedicated soccer coach and sports professional that has resided in Massachusetts since moving to the U.S. in 2010. I am eager to utilize my experience to continue to enhance the experience of youth soccer players throughout the state.

WORK EXPERIENCE



WOMEN'S SOCCER ASSISTANT COACH AND RECRUITMENT COORDINATOR • AUGUST 2019 - PRESENT UNIVERSITY OF MASSACHUSETTS LOWELL • LOWELL, MA

- Successfully led the team to it's second consecutive post-season at the Division I level for the first time in program history
- Spearheading all aspects of student-athlete recruitment including identification, scheduling, communication and budget management
- Directing camps and clinic programs and other fundraising opportunities that resulted in record attendance during the 2019/20 season
- Leading all program community service and outreach to promote social responsibility and develop mutually beneficial civic relationships
- Driving the culture that fosters academic excellence resulting in 15 team members receiving conference academic honor roll awards
- Generating marketing and social media content to develop program branding to advance recruitment, camps and community relations
- Innovated and delivered a mental wellness concept that was implemented for the benefit of all student-athletes as UMass Lowell
- Nominated to the America East Spread Respect committee, to collaborate and create a conference-wide environment of inclusion



SMALL BUSINESS OWNER • MARCH 2019 - PRESENT STAMINA NETWORK LLC • SHREWSBURY, MA

- Running a small sports solutions business that specializes in marketing and management, consultancy and coaching
- Managing operational demands of an extensive Business to Business network, including budget, travel, equipment and programming
- Operating soccer camps and clinics, from conception to execution, including marketing, registration and personnel management
- Delivering outstanding customer service to all internal and external partners to maximize productivity and performance



WOMEN'S SOCCER VOLUNTEER ASSISTANT COACH • AUGUST 2017 - MAY 2019 BOSTON UNIVERSITY • BOSTON, MA

- Secured the Patriot League Championship in 2018 and awarded Coaching Staff of the Year, overseeing two All-Patriot Team selections
- Supervised all team training and conditioning events to successfully ensure the standards of the program were maintained
- Executed the program's mission by aligning with all coaching staff to deliver a consistent direction and message to achieve team goals
- Motivated players and coaches in community outreach and fundraising to develop mutually beneficial civic relationships



WOMEN'S SOCCER COACH AND RECRUITMENT COORDINATOR (ASSISTANT AND INTERIM HEAD COACH) • AUGUST 2016 - JULY 2017 WENTWORTH INSTITUTE OF TECHNOLOGY • BOSTON, MA

- Achieved first ever conference title for a female program in institution history by winning the Commonwealth Coast Conference in 2016
- Implemented as interim head coach and supervised, all program operations including recruitment, academic performance and budgets
- Represented the program within department, organizational, NCAA and other community meetings, events and occasions



WOMEN'S SOCCER ASSISTANT COACH AND RECRUITMENT COORDINATOR • AUGUST 2014 - MAY 2016 FRANKLIN PIERCE UNIVERSITY • RINDGE, NH

- Developed framework to enhance future opponent scouting performance, which was implemented by all coaching staff
- Directed the domestic and international recruitment and evaluation of potential student-athletes for the program
- Created a confident and constructive player-centric culture, focused on developing a unified mission to which all could contribute

VOLUNTEER EXPERIENCE



BOARD OF DIRECTORS • JUNE 2020 - PRESENT MASSACHUSETTS YOUTH SOCCER ASSOCIATION • LANCASTER, MA



ATHLETICS INTERNSHIP • NOVEMBER 2015 - MARCH 2016 GORDON COLLEGE • WENHAM, MA

QUALIFICATIONS

MASTER OF BUSINESS ADMINISTRATION IN SPORTS MANAGEMENT
FRANKLIN PIERCE UNIVERSITY • RINDGE, NH • MAY 2016
GPA: 3.97, Sigma Beta Delta - International Honor Society

BACHELOR OF ARTS IN GRAPHIC DESIGN
NOTTINGHAM TRENT UNIVERSITY • NOTTINGHAM, ENGLAND • MAY 2010
Member of the Men's Soccer Program



USSF 'B' SOCCER COACHING LICENSE
Expected April 2021



LMA 'CREATING A CULTURE OF EXCELLENCE' COURSE
Awarded June 2020

COMPETENCIES

- Individual and team training and evaluation
- Domestic/international PSA recruitment
- Scouting and tactical preparation and planning
- Personnel management
- Organizing, promoting and executing camps
- Community outreach and fundraising
- Developing team culture, vision and values
- Budget management

SKILLS

- Front Rush software
- InStat Scout software
- Hudl Sportscode
- TeamXStream
- Direct e-mail marketing
- Website management
- Social media platforms
- MS Office



• Natick MA 01760 • 617.230-4049

Hello Soccer Community,

Please consider my candidacy for at-large-position on the Massachusetts Youth Soccer Association Board of Directors

I am the President of BAYS, the largest soccer league in Massachusetts. Our league has 18,000 kids, 4,200 coaches, and 1,500 referees spread across 53 towns in eastern Massachusetts.

As a result of where I came into soccer, coaching my daughter's lower level recreational team, I've always had those kids in mind when I think about how soccer is played in Massachusetts. Most of the kids who play soccer in Massachusetts show up on Saturdays because they want to play with their peers not because they're concerned about the end of the season tournament. I want to make sure that soccer is fun for them. I want to make sure that those kids play soccer instead of playing video games, taking an extra violin lesson, or playing lacrosse.

I believe in the power of youth sports to form healthy communities and transform people.

I want my tenure in the Soccer community to be marked by collaboration among all the stakeholders of our game. As President of BAYS, I've worked hard to increase collaboration and volunteerism by creating committees composed of our board members, town officials, and other league presidents. I believe in building our soccer community by engaging all stakeholders in the decisions that affect our sport.

I would like to continue that work on the state level, working with league presidents and others to address some of the critical issues in our community: governance, declining volunteerism, basic financial stewardship, and behavior to referees.

I believe that I can help the Massachusetts Youth Soccer Association achieve its goals. Thank you for considering my candidacy.

Regards,

Tony Loftis

Tony Loftis
President of the Boston Area Youth Soccer League
president@bays.org

Tony Loftis

www.linkedin.com/in/tonyloftis ♦ Mobile: 617-625-5980 ♦ tony@theloftisgroup.com

PROFESSIONAL SUMMARY

A seasoned communications professional with deep experience in social media, media relations and internal communications producing quantifiable results for organizations and their stakeholders.

PROFESSIONAL EXPERIENCE

The Loftis Group: Consultant, 2018 – Present

Teaches small nonprofits how to set up, manage, and audit social media programs.

- Helps organizations double the impact of their social media programs.
- Specializes in creating sustainable social media programs for nonprofits.
- Developed turnkey social media nonprofit starter kit and posting templates to help improve storytelling for organizations with limited resources.

Boston Area Youth Soccer League: President, 2018 – Present

Leading and modernizing this 18,000-player youth soccer league in Massachusetts by shifting from an all-volunteer board to a part-time paid staff model. Managing multiple committees to update financial practices, reinvigorate our infrastructure, and build healthy and empathic community.

- Manage a \$1 million budget with 1,500 part-time employees.
- Saved \$200,000 by cleaning up a financial nightmare, negotiating with Massachusetts Attorney General's office, and instituting and tightening standard financial controls
- Partnered with state referee association to bring 50 jobs to underserved communities.
- Overhauled leadership team and rewrote governance documents, making the organization more responsive to stakeholders.
- Leading organization's response to the COVID-19 crisis to ensure safety and well-being of participants, players, parents, coaches, and referees.
- Negotiated contract with our largest vendor that will reduce billings by 10%.
- Increased communications with participating towns and established an ongoing email program.
- Oversee activities of the 50-member Board of Directors and lead monthly meeting.

Demand Abolition: Director of Communications and Operations, 2017; Senior Communications Manager, 2016

Organized timely proactive communications and reactive responses to critical events within the anti-trafficking community by creating playbook, shareable videos, social media posts, and research-based talking points.

- Crafted messaging and communications tools to refute communications from opposition.
- Led program's marketing and rebranding efforts reflecting the organization's leadership changes and priorities.
- Led media strategy and wrote pitches that doubled press coverage secured coverage in key target outlets including *The Washington Post*, *The Boston Globe*, NPR, *The Hill* and *USA Today*.
- Doubled web traffic by creating and writing a bi-monthly blog.
- Managed and mentored junior staff and interns enabling them to produce higher-level results for the organization.

DIGITALiBiz: Senior Communications Specialist, 2013 – 2016

Set strategic direction and guided day-to-day execution for the external communications program at the Volpe Center, the U.S. Department of Transportation's premier research facility.

- Created cross-functional teams with representation from multiple disciplines and increased revenue by 25%.
- Launched and managed the center's social media program across multiple channels to help the federal government more effectively communicate with its constituents.
- Counseled c-suite on communications, messaging themes, and objectives using high-level speeches, presentations, scripts, and videos.
- Created strategic partnerships with communications departments across the U.S Department of Transportation, focused on web development and social media collaboration.
- Pioneered use of Google Analytics across the center's multiple websites to gauge the effectiveness of the sites and immediately boosted traffic by 10%.
- Earned Company Top Performer award in 2015.

Find Your Missing Child: Executive Director, 2012 – 2013

Developed and wrote the national guidelines on using social media to find missing and runaway children.

- Transformed how missing persons organizations use social media to find missing children.
- Led marketing and rebranding effort for a national missing persons organization to create an image that reflected the nonprofit's mission as the central resource of the missing persons community.
- Secured television, radio, and print coverage on PBS, NPR, The *Boston Globe*, and *Mashable* to educate families and organizations on how to use the media to find missing children.

OwenCollier: Project Manager and Communications Specialist, 2010 – 2012

- Managed programs and developed content for a consultancy that delivered sales training for senior executives at Fortune 500 companies.
- Provided logistical event support for HP's elite face-to-face sales training program (program graduates increased sales by 12% and share of wallet by 25%).

Davies Murphy Group: Public Relations Team Lead, 2006 – 2009

- Managed client teams on strategic public relations initiatives, including corporate reputation and positioning, media relations, and stakeholder communications.
- Led the agency's IBM Global Technology Services account, the agency's second largest account.

EDUCATION

Tufts University, BA, Philosophy

Emerson College, Integrated Marketing Certificate

VOLUNTEER LEADERSHIP

- **Massachusetts Youth Soccer Association**, DEI Community Chair, League Co-chair
- **MassBay Community College Foundation**, board member
- **CASCAP**, board member for a nonprofit that provides affordable housing
- **Habitat for Humanity, MetroWest affiliate**, former board member
- **MetroWest Nonprofit Network**, former board member

SEAN NDEBELE

| [Linkedin.com/in/seanndebele](https://www.linkedin.com/in/seanndebele) | Boston, Massachusetts

SPORT ADMINISTRATION EXPERIENCE

Good Sports, Inc. 08/2020 – Present

Associate, Fundraising and Business Development

- Lead planning and execution of major fundraising events.
- Work to develop marketing plans and the generation of event marketing materials.
- Participate in the development and pioneering of new and diverse fundraising initiatives.

Kraft Sports and Entertainment – New England Revolution 09/2016 – 08/2020

Community Relations Coordinator (12/2017 – 08/2020)

- Managed the New England Revolution Charitable Foundation.
- Coordinated all the soccer club's community and philanthropic activities.
- Maintained and established relationships with corporate and charitable partners.
- Coordinated player appearances and developed player engagement opportunities.

Community Relations Associate (03/2017 – 12/2017)

- Coordinated the soccer club's matchday initiatives and donation process.
- Ensured all charitable donation requests were fulfilled in a timely, professional manner.

Grassroots Marketing Coordinator (09/2016 – 03/2017)

- Served as a brand ambassador for the club at a series of community and multicultural events.
- Generated sales leads by interacting with people and collecting demographic and psychographic data.

Delaware Sportservice – Boston Bruins 08/2017 – 09/2019

Communications Liaison

- Served as a liaison to local, visiting team, national and international media.

Bloomington Cutters Soccer Club 06/2015 – 08/2016

Community Outreach Program Coordinator

- Created guidelines for the Community Program to ensure the program was diverse.

Indiana University Athletic Department 05/2013 – 08/2016

Women's Field Hockey Team Manager

- Provided the necessary resources and support to manage an athletic team.
- Managed the playing surface, equipment, uniforms, and other key assets of the team.

Women's Basketball Assistant

- Completed logistical and operational tasks to increase the efficiency of the support team.

Indiana University Campus Recreational Sports 11/2011 – 08/2016

Informal Sports Program Assistant (07/2015 – 08/2016)

- Facilitated the development and other aspects of a collegiate fitness/wellness program.

Pacers Sports and Entertainment – Indiana Fever 04/2009 – 08/2011

Team Assistant

- Collaborated with coaches, players, and staff to increase game-day efficiency.

PROFESSIONAL DEVELOPMENT

theClubhouse 01/2021 – Present

Member

- Focus on networking, best practices, and career growth in sports business.

The Football Collective 12/2016 – Present

Member

- Provide a platform for critical debate in soccer through sharp analysis and research.

North American Society for Sport Management	12/2016 – 06/2017
<u>Member</u>	
▪ Stimulated research and professional development in the area of sport management.	
Sports Marketing Association	12/2016 – 06/2017
<u>Member</u>	
▪ Developed mutually beneficial relationships with sports industry professionals through the creation and implementation of sport marketing knowledge.	

EDUCATION

Northwestern University	07/2020
<u>Certificate</u>	
Sports Marketing	
Duke University	07/2020
<u>Certificate</u>	
Sports and Society	
Northeastern University	03/2019
<u>Degree</u>	
Master of Science in Sports Leadership, Professional Sports Administration	
University of Edinburgh	10/2016
<u>Certificate</u>	
Global Football (Soccer) History	
University of New South Wales	10/2016
<u>Certificate</u>	
International Franchise Law	
Indiana University	06/2015
<u>Degree</u>	
Bachelor of Science in Kinesiology, Sport Communication	
<u>Minors</u>	
Sport Management, Business, Spanish, and Coaching	

SERVICE AND PHILANTHROPY

Women in Soccer	12/2020 - Present
<u>Ally</u>	
▪ Elevate women's soccer, advocate for gender equity, and create inclusive environments.	
Aspiras Foundation	03/2020 - Present
<u>Advisor</u>	
▪ Lead the foundation's fundraising and programming efforts in New England.	
Special Olympics Massachusetts	04/2019 - Present
<u>Professionals Network Member</u>	
▪ Support the growth of Special Olympics by developing fundraising and volunteer initiatives.	
Boston Scores	01/2018 - Present
<u>Scores Cup Committee Member</u>	
▪ Plan and execute the largest corporate charity soccer tournament in the United States.	
Major League Soccer	02/2018 – 08/2020
<u>Diversity and Inclusion Advisory Committee Member</u>	
▪ Established strategies to promote diversity and inclusion in Major League Soccer.	

SPECIAL SKILLS

- Licensed United States Soccer Federation soccer coach

Sean Ndebele

[Linkedin.com/in/seanndebele](https://www.linkedin.com/in/seanndebele) | Boston, Massachusetts

9 January, 2021

Mike Borislow
Executive Director
Massachusetts Youth Soccer Association
512 Old Union Turnpike
Lancaster, Massachusetts 01523

Dear Mr. Borislow,

I am writing to submit my candidacy for the At-Large Director role. My motivation in serving on the Board of Directors is to use my unique experience working in soccer and community development to aid the Massachusetts Youth Soccer Association in the ongoing development of youth soccer players, coaches, referees, clubs and leagues in an inclusive, safe, affordable and fun environment.

I understand that the At-Large Director will help to develop new initiatives, a strategic vision and set long-term priorities for the growth of the Massachusetts Youth Soccer Association. I recently served as the Community Relations Coordinator of the New England Revolution. In this role, I managed the organization's Charitable Foundation, in which I developed and implemented long-term strategies focused on leveraging the power of soccer to positively impact the New England community. Many of the efforts I coordinated were in conjunction or in support of the Massachusetts Youth Soccer Association. These strategies included collaborations with organizations such as Boston Scores, the Boston Strikers, and Special Olympics Massachusetts.

Additionally, I have served as the Outreach Program Coordinator for the Bloomington Cutters Soccer Club. During my time in this position, I contributed to the augmentation of the Community Soccer Program by implementing strategies and procedures to ensure that the program was inclusive and diverse. I also worked as a youth coach for the club, coaching U8 girls, U10, U12, and U18 boys. Furthermore, I was a member of Major League Soccer's Diversity and Inclusion Advisory Committee Member, where I established strategies and procedures to promote diversity and inclusion within Major League Soccer. Through my professional and personal experience, I have been able to develop an understanding of how soccer can be an agent of change, resulting in positive outcomes for youth.

My wide breadth of community and soccer experience will translate well into the responsibilities of the role and I am prepared to be the multifaceted individual that the At-Large Director needs to be. I believe that my experience, abilities, and education make me a strong candidate for the At-Large Director role. I am eager to make soccer the preeminent sport for all children in Massachusetts, creating a lifelong passion and love for the game. Included is my résumé, which further outlines my soccer and sports administration experience. If you have any questions, please call me at [REDACTED] or e-mail me at [REDACTED]. Thank you for your time and consideration.

Sincerely,

Seanndebele

Sean Ndebele