

TECH TALK



NEWSLETTER

INDOOR 2023 SEASON

The Foothills Way

Why Choose Foothills?

Message From Jay Wheeldon

Project 8 and Women's Pro-Am Update

2-8

Grassroots Update

Girls Program

Boys Program and Pathway to Pro

Coach Education Program

9-12

Fundamentals Phase U9 – U10
Coaching Sessions

Sports Science and
Performance – Pre Act

12-13

Player Development Home Skills
Programs

Video Analysis Program

Marketing

14-15



OUR MANDATE:

We strive to create a culture that develops excellent players and outstanding people

Our mandate today is the same as it was in 1972 – to create a culture of excellence that produces excellent players and outstanding people. We are accomplishing that by providing an inclusive experience for all. The Foothills family is for everyone.

Players who enjoy being part of a team, staying physically fit, and looking for a fun and rewarding soccer experience will find a home at Foothills. And those who have the determination, drive, and skill to advance their development to a professional level will find no better pathway to that dream than with Foothills.



The Foothills Way: An Inclusive and Immersive Soccer Experience

The Calgary Foothills Soccer Club (Foothills or The Club) was established in 1972 as a not-for-profit organization. Since then, we have introduced hundreds of children to “the beautiful game” and started them on a path to a lifelong love of soccer and fitness.

Our mission is to make soccer a fun and rewarding experience for all players of all abilities.

Since our inception, Foothills has pursued a culture of excellence through its leadership, coaches, players, volunteers, sponsors, and parent groups. We expect nothing less from everyone at Foothills than giving it all to achieve great things for our players.

TECH TALK INDOOR 2023

WHY CHOOSE FOOTHILLS?



Colin Mackay
Club Operations Manager

Founded in 1972, the Calgary Foothills Soccer Club's unwavering mission is to cultivate a culture of excellence championed by our core values of passion, purpose, and professionalism. From our dedicated leadership to committed coaches, players, volunteers, and parent groups, we are united in our commitment to creating an extraordinary environment.

We take immense pride in continually enhancing our soccer programs to cater to the evolving needs of our members. To ensure that we uphold our commitment to excellence, we have implemented a range of initiatives designed to foster a truly exceptional experience.

Your Voice Is Important to Our Growth

In our pursuit of improvement, we have actively sought the input of our members through a series of feedback surveys. These provide a platform to share experiences concerning your experiences and your children's encounters with our Club. We extend our gratitude to all who have contributed their honest and constructive feedback, as it is the foundation upon which we build a stronger future.

With an earnest commitment to improving our offerings, we are using your feedback to implement strategic actions that will result in an unforgettable journey for every child participating in our programs. Our new "[Footnotes](#)" communique is one initiative resulting from your feedback. Another is our cutting-edge coaching education program. The program aims to equip our head and assistant coaches with a comprehensive understanding of the paramount significance of delivering extraordinary experiences to players of all skill levels.

Our approach goes beyond the field; it delves into holistic development. We recognize the importance of mental health and mental skills in developing not just athletes but also well-rounded individuals.

Furthermore, we appreciate that nutrition and sleep play pivotal roles in optimizing performance. Thus, we're committed to providing resources and guidance in these areas to ensure our members receive comprehensive support.

The Foothills Family is for Everyone

At Foothills, our programs span ages 4 to adult, welcoming approximately 3000 players. We cater to all levels of play, from recreational to high performance. Rooted in the "soccer for life" model, we aim to make every player's journey meaningful and enduring.



At the heart of everything we do is the desire to cultivate a robust team culture that resonates throughout our Club and transcends age groups and skill levels. We believe that fostering this camaraderie and unity is instrumental in building exceptional athletes and people. ***We envision a Club where everyone feels a sense of belonging, relationships are forged, and character development is just as important as technical prowess.***

We are more than a Club; we are a community that offers an inclusive and immersive soccer experience that prioritizes the joy of soccer. For the youngest members of the Foothills family (U4 to U8), we provide a positive environment that fosters a love for soccer and fitness. We emphasize the concept of team, friendship, and camaraderie and prioritize fundamental movements and skills development while also ensuring every player is having fun and enjoying the game. Our Tier 4/5 program, managed by dedicated volunteers, embodies our commitment to community values.

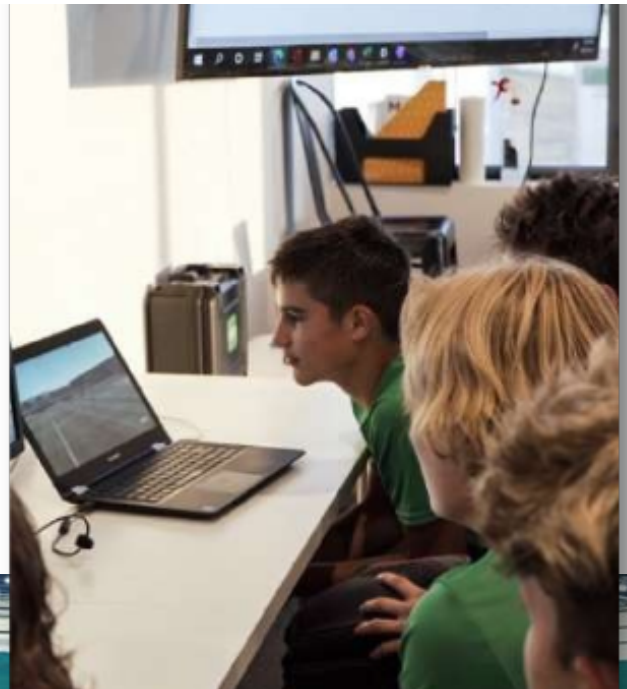


In Pursuit of Excellence

The Foothills Way exemplifies unwavering dedication and a relentless pursuit of excellence. Over the past decade, Foothills has consistently led in sending teams to Alberta Tier 1 Provincials and proudly represented Alberta with 19 teams at Canadian National Championships.

- Our Canadian Soccer Association National Youth Club License underscores our commitment to excellence. Aligned with the Canadian Soccer Club Licensing Program principles, we prioritize enjoyment, safety, quality programs, holistic development, participant-centered decisions, inclusivity, and community engagement.
- Our facilities provide an unparalleled environment with an 84,000-square-foot fieldhouse equipped with state-of-the-art synthetic turf, a full-service gym, media room, physiotherapy, and more. The Foothills Skills Centre, spanning 39,000 square feet, features a cutting-edge playing field, housing three futsal fields, and a turf training area.

- Foothills offers unmatched resources and second-to-none PATHWAY TO PRO opportunities for male and female players with interest, determination, and talent to reach their full potential and achieve their goals of playing in top leagues across Canada and internationally. We inspire the next generation of soccer stars by setting a strong example and promoting the importance of hard work and dedication.
- Our technical staff, including professionally qualified phase area managers, blend experience from Canadian and European licensing, university, and professional environments.
- Our performance centre is a hub for innovation:
 - A sports science program enhances athleticism and prevents injuries.
 - Video analysis sharpens tactical and technical understanding.
 - A specialized goalkeeper program hones position-specific skills.
 - Our resilience and mental health strategy recognizes the importance of mental well-being.



“The Macron Performance Centre is an Unbelievable Facility!”
Former Canadian Men’s National Team Coach
New appointed Head Coach of Toronto FC

Why Choose Foothills?

Choosing Foothills means embracing a legacy of excellence, growth, and an unmatched soccer experience. Our commitment to values, development, and a positive journey defines us. This is Foothills – where excellence is nurtured and a lifelong love for the game is ignited.

Our aspirations are limitless, and we strive tirelessly to achieve greatness for our players, exemplifying our values of passion and purpose in every endeavour.

Across every program we offer, we are not merely shaping adept players and formidable teams; we are molding character through the profound lessons of our soccer journey. Rooted in our values, this journey is well-rounded, built on creating a positive experience, developing individuals, and championing player growth.

Our development pathway is carefully charted for the long term, a route laden with challenges that test everyone's mettle. However, our commitment to upholding our values of professionalism and authenticity remains steadfast. We are resolute in pursuing our ultimate objective, avoiding shortcuts and compromise.

The tapestry of our alums is rich with remarkable individuals who have not only achieved success within the soccer realm but have translated their experiences into success in the professional world. Their journeys have been profoundly influenced by the unique culture and experiences they have encountered with Foothills.

Witnessing the convergence of effective coaching and visionary leadership with motivated players and supportive parents is a testament to what can be achieved. It's a symphony of hard work, dedication, and shared commitment that underscores the power of "The Foothills Way."

For our players, the charge is clear: to embrace hard work, to revel in the game's joy, and to cherish every moment on the field. Through passion, purpose, and professionalism, we craft a legacy beyond soccer, encapsulating character, unity, and growth.

This is The Foothills Way – a journey that has spanned decades, a commitment to a culture of excellence driven by our values, and an unwavering dedication to creating a positive experience, developing individuals, and fostering remarkable player development.

Score Big With Exclusive Macron Gear

Whether you're a player or a fan, we've got you covered. Macron has backpacks, shirts, shorts, hoodies, caps, and much more.



[Visit the online store.](#)

Technical Director's Update



Jay Wheeldon
Technical Director



The Club's 2023 outdoor season will be remembered as the year of the big smoke. Our players' and coaches' health and safety are top priorities, and we are grateful to everyone for their understanding and resiliency as we worked around it. Despite the challenges of reschedules and cancellations, the Club introduced enhancements to our programs, and our teams achieved many accomplishments. You will read about many of these in this newsletter, and I've summarized a few below. Foothills has more improvements planned for the 2023 / 2024 indoor season. We have been listening to your feedback, especially your responses to our surveys. We encourage you to continue to share your experiences and thoughts with us. Talk to coaches, managers, or any member of the Foothills Club. I can be reached by email at jay@gofoothills.ca.



Better Club-wide communication was a big theme of your feedback, and we are taking steps to improve. Here are three ways we are doing that:

- **Our new Footnotes communique.** New issues will be posted on the website every two months and emailed to members.
- **Updates to our website.** While it is a work in progress, we have added new information and are updating existing information to make it easier to understand who we are and answer the question, “Why Foothills?”
- **Improved social media.** We have a presence on multiple social media platforms. Check out [this link](#) to find a list of all of them. If you aren't currently following us, please do and remember to like / comment / share to help us spread the word.

Select 2023 Accomplishments

- **Foothills has changed the landscape of Canadian soccer.** We were a driving force behind the establishment of [League1 Alberta](#) and the movement toward a [professional Canadian women's soccer league](#). League1 leads to the Canadian Championship and a chance to play against CPL/MLS competition. It is also a part of the Concacaf pathway, as the winner of the CanChamp gets a spot to compete against teams within the Concacaf pyramid. And, as one of the two founding teams, we have a seat at the table assisting [Project 8](#) organizers as they establish a professional women's league in 2025. Both of these initiatives are creating better pathways to professional soccer careers for Foothills players and coaches.
- **New Technology.** We have invested in [ProSoccerData](#), an industry-leading app that allows us to provide even more attention to coach and player development. Read the Coach Development and Mentorship article on page 12 for more information.
- **New People.** Sarah Taylor joined Foothills this year as our WFC UWS League coach. In August, Sarah agreed to join us as a Foundation Phase Manager alongside Michael Lennox, who moved into this role earlier in the year. At the same time, long-time Foothills team member Luis Tinco signed on as a Development Phase Manager. And in August, Al Fernandes returned to us after a brief hiatus. Al will be a Generation Phase Manager. You can find a complete directory of our staff [here](#).
- **Twelve Teams Made it to Provincials.** The talented and dedicated players and coaches from 12 Foothills teams made it to Provincials this year. We are incredibly proud of all of them. [Read the article](#) to learn more and see some photos.
- **Continued great support** from sponsors, volunteers, parents, and fans. If one thing is constant at Foothills, it's the high level of individuals surrounding our Club. We can't thank you enough. It's this support that allows us to provide our best-in-class programs and continue our commitment to “The Foothills Way.”

See you on the pitch!

Jay

TECH TALK INDOOR 2023

Foothills Pro-Am Women's Program Update



Lee Tucker
Girls Academy Manager

The Club has come to the end of another summer of exciting soccer where we continued to develop our women's **PATHWAY TO PRO**. We played in a new league, entertained fans, visited the UK and various spots south of the border, and are impacting the introduction of a long-overdue Canadian women's professional soccer league.

Project 8 is Bringing Professional Women's Soccer to Canada

According to [Project 8](#) organizers, "Canada has among the world's best talent, the world's most players, and the world's best fans." But what Canada doesn't have is a women's professional soccer league. Thanks to Diana Matheson and her Project 8 team that is set to change in 2025.

Since the 2022 [Project 8 Women's Professional League announcement](#) of Foothills signing as one of two founding franchises, a third team (AFC Toronto City) has confirmed. The League now has teams in Alberta, BC, and Ontario, with rumours that a fourth team will be announced soon. This puts the establishment of the League in great shape as it moves toward the 2025 launch.

Foothills is closely aligned with Diana to support her and Project 8 to make women's professional soccer a reality in Canada!

A Competitive UWS League Season

Our [United Women's Soccer \(UWS\)](#) team had another [competitive season](#) in the West Conference, finishing tied for first place and extending its unbeaten record to 15 games.

The UWS League provides our players with an opportunity to compete against top collegiate players and aspiring and former professionals who have experience at the international level.

It was great to see players such as Mya Jones (Foothills 01), Grace Stordy (Foothills 02), Jayden Berg (Foothills 02), Isabella Di Palma (Foothills 03), Rebecca Grisdale and Isabel Monck (Foothills 04) and Emma Nicholson (Foothills 06) all earn opportunities to represent our Club at such a high level.



And Let's Not Forget the Media

The media has been very supportive this year. We are incredibly grateful to them for helping us spread the word about women's soccer. Here are just a few examples.

When the CBC wanted players to demonstrate high level skills that would be seen at the World Cup, they turned to Foothills players Sarah Kinzer, Tori Martyn, Mabel Dunn and Emma Steen to show their readers how it is done.

Grace Stordy was named CTV's Athlete of the Week.

YYC Soccer Podcast regularly reports on the achievements of the Club including our win against UWS rival Santa Clarita Blue Heat.

The Calgary Sun interviewed Mya Jones and Izzy Monck about our Pathway to Pro.

And Reese Kincaid of our Girls 2008 team spoke with BBC Spotlight about the impact of professional women's soccer and the World Cup.



Inaugural Alberta League1 Exhibition Series

Another key milestone was achieved this year as the League1 Alberta Exhibition Series launched. League1 is a provincial-based league positioned between the Alberta Soccer Major League and our UWS Pro-Am level. It provides another platform to showcase our talented players, and it was exciting to see so many of our youth players have this experience during the summer.

We had players as young as 2008 playing regular minutes in the League against university players who make up most of the teams.

As we continue to develop the soccer landscape for our female players, it was also fantastic to see Sarah Taylor come on board as the Head Coach for our League1 group. Sarah has experience playing in the professional world and has been a key player for our UWS team in the past. Sarah was the only female head coach in the league and had an excellent season with the girls. We are excited to see how Sarah grows the team in the coming years.

2008 Girls "Live Like a Pro" UK Tour

While not yet a part of our "Pro-Am" program, a recent tour of the UK for our 2008 Girls serves as a great example of how we pave the way for young players to move forward to a professional soccer experience. The team participated in a "Live Like a Pro" tour in August that took them to the UK to play friendly games against top-notch clubs. As Academy Manager, I arranged several matchups. The tour provided an opportunity to give the girls memories for life. It included five games to experience various playing environments and styles, all of which provide something different from when we compete in Alberta. Off the field, we focused on developing team culture. The team had guest trainers work with them, a talent show, and activities such as surfing to focus on the holistic development of the group.

Creating an Inclusive and Immersive Experience that Attracts New Players to the World of Soccer

The tour is a great example of the types of experiences the Foothills Club builds for its players. These activities help us attract new members and introduce soccer to youngsters across Canada. They support the inclusive and immersive soccer experience that is a Foothills core value and help us meet our mandate to create a culture of excellence that produces great players and outstanding individuals.

Thank you to our Sponsors, Parents, Coaches, and Volunteers

As we grow our development pathways, we also host more games and see the need for support increase. This summer we had many of you help with game days, as sponsors, volunteers and with team management. It was great to see so many of you supporting the respective levels and hosting team fundraisers as well as being walk out teams.

We are a volunteer-based organization and without the support of our members we would not be able to pursue opportunities to develop our players. Thank you for the continued support of our program, it is truly appreciated.

Grassroots Update

The 2023 Grassroots outdoor season saw 1621 players come together to begin their soccer journey.

The program is for the youngest members of the Foothills family (U4 to U8). We emphasize the concept of team, friendship, and camaraderie and prioritize fundamental movements and skills development while ensuring every player is having fun and enjoying the game.

These are the “skills-hungry years.” Throughout our indoor and outdoor seasons, we work on building key motor skills such as agility, balance, and coordination to provide a solid foundation for future development. Our comprehensive Handbook provides a deep dive into our Grassroots indoor program. It covers all of our age groups and includes a compilation of frequently asked questions. Read the Handbook.



GRASSROOTS
2023/24



INDOOR SOCCER PROGRAM DETAILS

Investing in our Coaches to Better Support our Players

Recognizing the specialized needs of this age group, we also concentrate on the development of our coaches and help them to grow and become innovative, successful members of the Club.

Responses to our recent member survey included requests for our “fun, energetic trainers” to provide more support to our coaches and teams. We are looking for ways to incorporate this request into our existing programs which involve sharing teaching methods to engage players and inspire them with passion and flexibility. We motivate our Grassroots volunteer coaches with boundless enthusiasm and dedication to growing the future of soccer in Calgary.

Making Soccer Fun and Rewarding for Everyone

The season culminated in our always popular Grassroots Minifest on July 8th at the Macron Performance Centre. The turnout was great, and feedback has been very positive.

We had bounce castles, face painting, a dunk tank, and a delicious free BBQ. Thank you to our sponsor, KalTire, and to everyone who made this happen including our players and their families. Here's to a successful indoor Grassroots season!

A photograph of a female coach in a black shirt interacting with several young soccer players on an indoor field. The players are wearing green jerseys with white numbers. The coach is smiling and appears to be giving instructions or encouragement.

JOIN OUR FOOTHILLS SOCCER CLUB COACHING TEAM!

Inspire and nurture the next generation of soccer stars while promoting teamwork, discipline, and sportsmanship.

Contact Colin@gfoothills.ca





Girls U11-U18 Tier 2/3 Update

Throughout August, Alberta Soccer Association's Provincial Championships brought together some of Alberta's most talented youth soccer players to compete at an advanced level and create lasting memories.

Those talented players included members of four Foothills girls' teams:

GU13-1 Foothills WFC 2010
GU13- Foothills Rush 2010
GU15-1 Foothills WFC 2008 Girls
GU15-2 Foothills 2008 Girls

Congratulations to all our players and their coaches. Making Provincials is a huge accomplishment. We especially want to applaud our GU13-1 Foothills WFC 2010, who brought home a Bronze Medal.

Congratulations to all our indoor and outdoor season players and coaches on these achievements!

But it wasn't all hard work on the field. Our teams enjoyed pizza parties, escape rooms, corn mazes, and many other team-building experiences off the field.

They also participated in Club events like our Woman's World Cup viewing party.

Many players shared that their favourite memories included spending time with teammates at tournaments. These events are a combination of work and fun. They allow the girls to bond as they share hotel rooms and participate in team-building exercises arranged by our great group of volunteer coaches, managers, and chaperones. Some notable Tournament destinations included Montana, Vancouver, and Seattle. During the outdoor season, upwards of 20 players had the opportunity to train or play with teams in higher tiers or age groups, including AYSL. Some of these players are moving to AYSL permanently, and we congratulate them, too.

A major off-field goal for the current outdoor and next indoor season is to host more club events to grow the togetherness of the teams. Our first priority for on-field is to maximize the number of our players training and playing in higher-tier environments. These "play-up" opportunities are invaluable to ensure our players are appropriately challenged throughout the season and given maximum opportunity to reach their personal goals.

Boys Program & Pathway to Pro Update

Our boys enjoyed an exciting and fun outdoor season. Activities were held to make soccer a fun and rewarding experience for all players of all abilities and we also introduced new programs to support their PATHWAY TO PRO.



Boys 2007 Win Third Straight AYSL Championship!

For the third time in as many years, our 2007 Boys won the AYSL championship. Congratulations to the players, coaches and everyone else who supported them this year.

Thank you for your hard work and dedication.

Boys U13 FH2010 Bring Home Silver!

Our Foothills Boys U13 FH2010 and their coaches Jordan Millington and Mylene Latouche-Gauvin did the Club proud, winning SILVER at the Spruce Grove Moon Day Tournament!

Despite the unfortunate heat, the team fought hard until the very end and showed incredible determination. Losing in a penalty shootout is tough, but they should be proud

Boys Teams Participated in Provincials

Throughout August, Alberta Soccer Association's Provincial Championships brought together some of Alberta's most talented youth soccer players including members of these Foothills boys' teams:

BU17-1 Foothills 2006 Boys
BU17-3 Foothills Sonics
BU15-1 Foothills FC 2009 A Boys
BU15-2 Foothills FC 2008 Boys
BU15-3 Foothills Hornets
BU15-4 Foothills Sting
BU13-1 Foothills FC 2010 Green Boys
BU13-4 Foothills 2010 Comets

Congratulations to all our players and their coaches. Making Provincials is a huge accomplishment. We especially want to applaud our BU17-1 Foothills 2006 Boys, who brought home a Silver Medal.



2008 Boys “Live Like a Pro” UK Tour

In August, our 2008 Boys toured the UK. We played friendly games against seven clubs and also participated in fun activities. Everyone had a great time, and the boys held up the high standard that Foothills is known for in Calgary. It wasn't all hard work, though. We also squeezed in some sightseeing and team-building activities. Check out [this article](#) for more information.

Foothills FC Brought Home the Inaugural Alberta League1 Exhibition Series Championship

The League1 Alberta Exhibition Series launched this year and our men's pro-am team didn't disappoint. Led by team Captain Tom Field, the team clinched the championship in front of a hometown crowd, defeating St. Albert 3-0. Foothills ended the regular season with a 6-0-2 record. You can [learn more here](#).

In August, it was announced that Field had been signed to play professional soccer for [Cavalry FC](#)! We are very proud to help Tom resume his professional career. Watch the [short video](#) we prepared.



We Couldn't Do It Without Our Sponsors, Parents, Coaches, and Volunteers

It takes a lot of people to make our soccer programs and seasons work. Our sponsors help keep costs down, our parents juggle busy schedules to get their kids to practices and games and our coaches, managers, and volunteers make sure games and fun activities go off without a hitch. We are eternally grateful to all of you for everything you do.





Michael Lennox
Foundation Phase Manager

Coach Development and Mentorship

Our Club's coach education program is founded on three core pillars: Player Development, Great People, and Positive Experience. The program incorporates three meetings per season to support the continuous growth of U11/U12 coaches. These meetings are essential opportunities for discussion, planning, and review, all aimed at helping coaches become more effective and skilled in their roles.

Integral to the coach education program is the utilization of the PSD ([ProSoccerData](#)) platform. This sophisticated platform plays a crucial role in generating comprehensive reports on various aspects, including games, player development, team performance, coaches' development, and the overall program

evaluation. By leveraging the insights and data provided by PSD, coaches gain valuable feedback and make informed decisions.

Through this well-structured coach education program and supporting technology like PSD, Foothills demonstrates its commitment to developing talented players, fostering a positive and nurturing environment, and ensuring the continuous improvement of its coaching staff. The integration of these pillars and advanced tools reflects the Club's dedication to creating an enriching and rewarding experience for both coaches and players, thereby strengthening the foundation for long-term success in soccer development.

If you would like more information, send an email to michael@gfoothills.ca

Fundamental Phase Overview U9 - U10 Soccer Coaches



Chace Jacquart
Fundamental Phase Lead (U4-U8)

Foothills U9 – U10 soccer coaches guide and develop young players. Their primary focus is creating a positive and fun learning environment where players can develop fundamental soccer s

kills, such as dribbling, passing, shooting, and basic tactical awareness. Coaches at this level emphasize individual skill development, coordination, and teamwork.

Our coaches understand the importance of patience and encouragement to foster a love for the sport and ensure all players enjoy their soccer experience. They design age-appropriate training sessions incorporating engaging drills, small-sided games, and various activities to keep the players motivated and interested.

All Foothills soccer coaches prioritize sportsmanship and fair play, teaching young athletes the value of respecting opponents, teammates, and referees. They aim to build players' confidence, improve their technical abilities, and instill a passion for soccer as a foundation for their future development.



Sports Science and Performance – An Introduction to Pre-Act



Chase Wetherell
Head of Sports Science

Greetings! Allow me to introduce myself. I am Chase Wetherell, and I have proudly been a part of Foothills since the summer of 2017. In the fall of 2022, I was appointed Head of Sports Science for the Club. Throughout my tenure, I have had the privilege of witnessing and actively contributing to the evolution and refinement of what we now recognize as the Club's "Pre-Act" routine. But what exactly is Pre-Act?

Pre-Act is short for "pre-activation." It refers to a series of warm-up exercises before training or games to activate specific muscle groups unique to soccer. This proactive approach has proven to boost athletic performance while significantly reducing the risk of injuries.

Pre-Act is divided into three stages (Ground Based, Standing Static, and Dynamics), each specifically focusing on preparing the athletes' bodies for play. Each stage must be performed with the appropriate speed, intensity, and care, as neglecting these aspects can seriously hinder athletic potential and greatly elevate the likelihood of injury.

STAGE ONE. Ground Based. Exercises are designed to activate and mobilize key muscle groups, including glutes/hips, hamstrings, quads, core/back, and calves.

These foundational movements prepare players for the subsequent Pre-Act Stages by priming essential muscles.

STAGE TWO. Standing Static. The exercises become more dynamic at this stage, engaging the entire body while continuing the activation and mobilization theme. These movements also emphasize qualities of athleticism, such as power and stability. Targeted muscle groups include quads, glutes/hips, hamstrings, groin, calves/ankles, and core.

STAGE THREE. Dynamics. This is perhaps the most critical stage of the Pre-Act routine. Here, athletes are brought up to the pace and physical demands of soccer, still focusing on activation, mobility, and stability. This segment concludes with athletes performing activities like hopping, jumping, and sprinting at close to 100% intensity. Proper execution of these exercises should elevate the players' core body temperature, heart rate, and nervous system, indicating they are fully prepared to engage in game-specific drills with the ball.

By diligently adhering to the Pre-Act routine, Calgary Foothills Soccer Club has established a winning strategy to maximize its performance potential and minimize the risk of injuries on the field.



**The Health
and Safety
of Our
Players is A
High
Priority.**

Player Development Home Program



Michael Lennox
Foundation Phase Manager

Foothills' "Player Development Home Program" is a specialized initiative designed to provide comprehensive support for the development of each player outside of regular training sessions. This program recognizes individual player's unique needs and areas of improvement and aims to foster their progress beyond the confines of on-field practice. Through a careful assessment, the home program identifies specific areas of development for each player, creating personalized feedback and tailored session videos.

By providing personalized attention and guidance, the program empowers players to actively engage in their own development journey. With the help of session videos, players can perform targeted exercises at home, honing their skills and techniques at their own pace. This approach ensures a continuous and well-rounded development experience, complementing the training sessions offered by the organization.

Our Player Development Home Program not only enhances technical abilities but also fosters discipline and commitment in players as they take ownership of their improvement. The program strives to maximize each player's potential and overall growth by bridging the gap between training sessions and home practice. As a result, players are better equipped to reach their goals, fostering a deeper love for the sport and a greater sense of accomplishment in their soccer journey.

Video Analysis – A Focus on the Individual



Jamieson Sawka
Performance Manager

Video analysis has become an essential resource as we look to advance a player's understanding of their individual development and on-field play. Watching yourself play and reflecting on the positives and areas to improve has become invaluable for our Academy teams. With video regularly available for players and weekly/bi-weekly sessions, we now actively review footage together as part of each player's soccer growth and development.

Positional traits and key performance indicators have been a focus for our players throughout the outdoor season through their individual game clips and example clips from our UWS and League 1 teams. Players have spent time creating personal

video clips and looking at comparable clips from UWS, League 1, and professional players. This has made video analysis more about the players as individuals rather than solely focused on team concepts. All align with a more technical-based curriculum that began at Foothills this outdoor season.

PDP Process

A key component of our Club's Academy Program is the use of feedback to aid in player development. Our process involves a Player Development Plan (PDP) component at the end of every season.

Within this period, our full-time technical staff host individual meetings with U13 + tier 1-3 players and their parents to discuss key aspects of a player's development within the Academy curriculum. This includes looking at foundational skills such as ball striking, and development concepts around receiving and passing techniques. Within a player's feedback, staff highlight areas of strength along with areas for development and create an action plan specific to each.

By bridging the gap with video, these reports will become an integral part of the indoor season video analysis curriculum. We will infuse more self-reflection-focused sessions around each player's PDP, allowing each to review their feedback and align their game videos to reflect on the chosen areas of development.

Category	Score	Notes	Score
Ball Mastery / Skill Combinations	4-	Test and 2nd Defensive Principles	4-
Passing	3-	Shooting and Finishing Techniques	2-
Receiving	3-	Heading	2-
Test and 2nd Attacking Principles	4-		

Ball Mastery / Skill Combinations
Demonstrates proficient level of execution for skill combination within their age group. Ability to manipulate the ball with fluidity, rhythm, and pace with all sides of your feet. Ability to set the move with subtle movements to increase pace. Look to add varied level of difficulty - beginning combinations from aerial control. Look to add secondary sector movement before or after skill combination (pass, receive, shoot).

Passing
Passing variations now over bigger distances. Focus on driven, lofted + whipped.

Receiving
Demonstrates the expected level of execution for receiving techniques within their age group. Can improve efficiency of techniques both unopposed and under pressure. Can improve varied receiving techniques such as aerial control + receiving on the turn. Can begin to add deception to basic receiving techniques.

Test and 2nd Attacking Principles
Excellent understanding when dribbling and great to see you incorporate passing into your attacking principle. You identify very well when to dribble and when to pass. We love creativity so continue to do this in game situations. Bigger thing for you now is to identify where vs when to complete the skill. Areas + zones of the field become more important.



Marketing: Spreading the Word About “The Foothills Way”

Our Club continues to grow, and in response to feedback from you as well as our sponsors, we spent some time earlier this year discussing ways to better get the word out to our current members and spread the word to potential new. We recognized the need for more focus on marketing and brand awareness strategies. Foothills supports a very diverse group. In the spirit of ensuring equal support for all of our members, we identified these five marketing themes.

Calgary Foothills Soccer Club Marketing Themes 2023 / 2024

- **Club as a Whole** - Create a culture of inclusivity and excellence that produces great players and outstanding individuals. "I'm proud to play for Foothills."
- **Grassroots** - A fun environment that builds friendships, camaraderie, responsibility, and a lifelong love of fitness and "the beautiful game."
- **Youth Program** - Continue the Grassroots theme of fun, friendship, and fitness but increase focus on player development and begin Pathway to Pro messaging.
- **Pro-Am** - Pave the Pathway to Pro to assist interested players on the road to soccer beyond age 17. Engage media and celebrate all teams' accomplishments.
- **Project 8** - Prepare to successfully participate in the Canadian Women's Soccer League in 2025.

What's the Plan ?

It's all about communication. We already had these tools in place; we have just identified better ways to use them to strengthen our brand and tell our story.

- **Website**
- **Social Media**
- **Member Communications**
- **Press and Media Plan**
- **Sponsor Programs**
- **Fundraising**
- **Events**
- **Our Facilities, especially the Macron Centre**

We will provide regular updates on our progress through our new email communique, “Footnotes”, our website, and social media. We encourage you to visit the website often and follow us on social. As Jay mentioned, we have already made improvements to each of these and have a plan in place to do even more!

And we also wanted to take this opportunity to thank Claire Mikuska, who was our 2023 Season Pro-Am Media and Game Day Coordinator. Claire supported our teams wonderfully and we are indebted to her!

Go Foothills!

