

TECH TALK



OUTDOOR 2024 SEASON

In This Issue...

SOCCER FOR LIFE

From Grassroots to Adult, we have programs for members looking to have fun, build friendships and stay fit.

PATHWAY TO PRO

Navigating the Alberta Soccer Association Pyramid and the Canada Soccer Pathway.

STORIES

Real-world stories about our excellent players and outstanding people.

PLUS...

- Words from our Technical Director and Manager of Club Operations including plans for 2024.
- Updates from our Sports Science Department and Coach Development and Mentorship program.

Technical Director's Update

2023 could be summed up as a year of growth and commitment for Foothills. From a growth perspective, 2023 highlights included:



Jay Wheeldon
Technical Director

- Investment in **new technology** for coaches and players.
- Welcoming **new staff** members to our Foothills team.
- **Continued member registration growth** for the past two seasons.
- Sending **more athletes than any other youth club** in Canada to play at the post-secondary level.
- **Adding** the members of the **New Brighton** community to the Foothills family.

We interacted with over 3,200 Foothills members and welcomed soccer players across the city, the province, and Canada through our doors.

- We continued to be actively involved in the establishment of the **Canadian Professional Women's Soccer League**, which will launch in 2025. This will continue to be a major focus for Foothills in 2024.
- Through our UWS franchise, which plays in a US-based Pro-Am league, we have the highest level of women's club soccer in Canada. We are a three-time conference champion.
- Our Foothills FC team was one of five franchises selected to play in the **League1 Alberta** Exhibition season. The team did not disappoint, winning both the regular season and playoffs.
- Over the holidays, the Macron Centre welcomed the OFFSZN's Best Tournament. Hosted by Foothills alum Elijah Adekugbe and William Akio, the tournament brought together clubs and players from across Calgary Alberta.

Throughout this document, we explain the steps of the Alberta Soccer Association Pyramid and the Canada Soccer Pathway and dive deeper into our programs and plans. Whether you play soccer recreationally for fun and fitness or have the drive and dedication to play at a higher level, **Foothills is the Club of choice in Calgary.**

Looking Ahead to 2024: Staying the Course

For 2024, we have a number of initiatives that will keep us moving forward while remaining committed to our mission to make soccer a fun and rewarding experience for all players of all abilities, and our mandate to create a culture that develops excellent players and outstanding people.



- **Soccer for Life begins at the Grassroots stage.** We are committed to the communities we support and have plans for new initiatives that will introduce their kids to “the beautiful game.”
 - Auburn Bay
 - Canyon Meadows
 - Chaparral
 - Copperfield/Mahogany
 - Cranston
 - Deer Ridge
 - Deer Run
 - Evergreen
 - Langdon
 - Legacy
 - New Brighton
 - Queensland
 - Walden

- **Leaders in the AYSL.** Our trainers, managers, and coaches are ramping up to continue our dominance in AYSL and maintain a strong presence in all steps of the Alberta Soccer Pyramid and Canada Soccer Pathway.
- **Leaders in Innovation.** In 2023, we increased our investment in best-in-class tools to support coach and player development, including [ProSoccerData](#) and [Playermaker](#). We will continue to leverage innovations like these in 2024. See page 20 for more information.
- **Investment in People.** Last year, we promoted established and onboarded new team members. That growth will continue in 2024. At present, we have an opening for a [Girls Academy Manager](#).
- **Continued Registration Growth.** The investment in people and technology played a role in our steady increase over the last two seasons in registrations. This is a testament to our reputation for having the city's best programs, staff, and culture. We expect this trend will continue and, in 2024, will ensure the Club is prepared to deliver the member experience everyone expects and deserves and for which Foothills is known.
- **Record-breaking Post-Secondary Results.** In 2022, 107 Foothills players went on to play at a post-secondary level. In 2023, that number rose to 116. This is an important accomplishment for players and their parents, and we will continue to create programs that will see that number rise. See page 13.
- **Continuing our Tradition of Excellence in League1 Alberta.** [League1 Canada](#) has announced that [League1 Alberta](#) has officially joined its alliance of pro-am soccer leagues for 2024, and our men's and women's teams are poised to excel again this year. Read the article on page 12 to learn more.
- **Partners in Canadian Pro Soccer.** Our partnership with [Cavalry FC](#), especially its Talent ID program, will become even stronger, and we will remain in lockstep with [Project 8](#), the group leading the drive to the Canadian Professional Women's Soccer League.
- Finally, we will **continue to support all players across the Alberta Soccer Community on their soccer journeys.** Watch for an exciting announcement about this coming very soon!

2024 promises to be another exciting year for Foothills and our family members. If you are looking for a club that will meet your soccer goals, whether recreational or advanced play, why look anywhere but Foothills?

See you on the pitch,

Jay Wheeldon

Calgary Foothills Soccer Club | Technical Director

**OUTDOOR 2024
REGISTRATION
NOW OPEN**

REGISTER NOW AT WWW.GOFOOTHILLS.CA



**New Brighton
Community Association**



Grass Roots

**NEW COMMUNITY
PARTNERSHIP**



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 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 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 OUTDOOR 2024

WHY CHOOSE FOOTHILLS?



Colin Mackay
Club Operations Manager

A Soccer Club for All

Since 1972, Foothills has been more than just a soccer club. It has been a catalyst for change, a community hub, and a launchpad for many players to make their soccer dreams a reality. At Foothills, soccer isn't just a game; it's a journey fostering camaraderie, skill development, and a passion for the sport. In a typical year, we welcome approximately 3,200 players from under 4 to adult. 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.

Top Ten Reasons to Join Foothills

For more than five decades, Foothills has significantly impacted Calgary's soccer landscape, setting the bar as a leading force in Canadian minor soccer. Here are ten reasons why Foothills should be your club of choice:

- 1. Programs for All Ages and Abilities:** From recreational to professional levels, Foothills offers programs for all age groups and skill levels, embracing the "soccer for life" ideology.
- 2. Safety and Inclusion:** We offer a secure environment emphasizing diversity, equality, and inclusion for all members.
- 3. Financial Support:** Scholarship and financial assistance programs ensure that every child can embrace the joy of soccer.
- 4. Community Engagement:** Foothills is the soccer provider for thirteen communities in Calgary.
- 5. Recognized Leader in Canadian Minor Soccer:** With eight National Youth Championships under its belt, Foothills is Canada's most successful youth club.
- 6. Professional Pathways:** Foothills is a driving force behind Canadian professional leagues, providing opportunities for players and coaches to excel in them.
- 7. Empowering Women in Soccer:** As champions of the "women in sport" movement, we are actively involved in initiatives to support our female players, coaches, trainers, managers, and staff.
- 8. Nationally Recognized Programs, Facilities, and Coaches:** Our technical staff is highly qualified, our training centres are world-class, and many of our coaches are European-certified.
- 9. Commitment to Excellence:** We are a CSA National Youth Club license holder and exceed the highest standards of organizational development.
- 10. Unrivaled Success:** Our renowned "PATHWAY TO PRO" prepares players to play in post-secondary and professional environments.

Championing Soccer: From Grassroots to Pro

At Foothills, our commitment spans across every level of soccer. In the following pages, you will learn about the programs Foothills offers to support players and coaches across every step of the **Alberta Soccer Association Pyramid** and the **Canada Soccer Pathway**.

- At the **Alberta Association District** level, we are the largest youth Club in Alberta. Our Grassroots program fosters a love for soccer at the very start of the soccer journey, emphasizing teamwork and fundamental skills-building.
- Foothills' Youth Development Program transitions players to a more structured development phase while continuing to ensure inclusivity. Since joining the **Alberta Youth Soccer League (AYSL)** in 2021, Foothills has consistently risen to the forefront, and we are the most winning club.
- We operate a top-class **Talent ID program** for youth 13 to 17, and our women are a perennial contender in the **AMSL**.
- A leader in the development of **League1 Alberta**, our men were champions in the inaugural 2023 season.
- We consistently send more athletes than any other club in Canada to play at **post-secondary institutions**, often earning scholarships.
- Foothills WFC plays in the **United Women's Soccer League**, North America's highest level of women's soccer.
- Foothills is one of two founding clubs involved in the establishment of the upcoming **Canadian Professional Women's Soccer League** and the founder and a formal partner of **Cavalry FC in the CPL**.
- Our players have made an incredible 169 appearances as members of **Canadian National** teams.

... And Beyond!

Our Foothills AYSL 2007 Boys and Girls, along with the Foothills AYSL 2009 Boys and Girls will also strive for a coveted spot in the inaugural CSA PDP Championships. Their efforts exemplify the spirit of sportsmanship and the pursuit of excellence.

We have a seat at the table at every level of Canadian soccer. This provides our team members a unique opportunity to share their expertise and take an active role in the future of Canadian soccer.

Watch for exciting announcements from Foothills about new initiatives coming soon!

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.](#)



How Foothills Navigates the Alberta Soccer and Canada Soccer Pathways

*If your goal is to play past U17, ask yourself, "Can my club take me there?"
If you are with Foothills, the answer is "YES."*

Foothills has the exclusive and only pathway system that has a US-based pro-am team (UWS) and is the founder and formal partner of Cavalry FC in the CPL.

Ours is Calgary's (arguably the country's) most successful program. The Club is continually working to develop and improve our programs to support our players and coaches on every step of the Alberta and Canada pathways. Our newest initiative is poised to be announced very soon!

Foothills has programs for men and women to participate in every step of the **Alberta Soccer Association Pyramid and the Canada Soccer Pathway**. We inspire the next generation of soccer stars by setting a strong example and promoting the importance of hard work and dedication.

Foothills players have made 169 international appearances as part of Canada's National Teams.

One of two inaugural founding clubs for the Canadian Professional Women's League; founder and formal partner of the Cavalry FC in the CPL.

Playing in the highest level of pro-am women's club soccer in North America, Foothills is a three-time division champion and two-time national runner-up.

Consistently send the most players to Post-Secondary Programs, more than any other youth club in Canada (116 athletes in 2023; 107 in 2022.)

One of 5 participating clubs and men's champions in the inaugural 2023 season. Compete in both men's and women's divisions.

Foothills is a perennial contender in the women's AMSL.

Operated out of the Macron Performance Centre. Formal partner with Cavalry FC of CPL for talent identification.

Most winning club in AYSL since inception by 60%.

Foothills is the largest youth club in Calgary and Alberta.



Foothills and the Alberta Soccer Association: Programs for Fun, Fitness, and Friendship



An Inclusive and Immersive Soccer Experience

Foothills has been changing the lives of Calgary's kids and impacting communities since 1972.

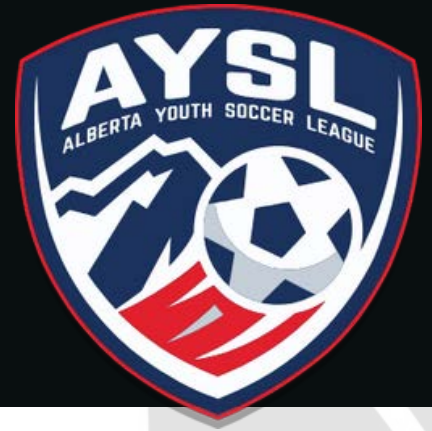
- Foothills is Alberta's largest youth soccer club, with over 3,200 players.
- We have programs for every age from U4 to adult and for all abilities, from recreational to professional.
- Our environment is safe for all members, emphasizing diversity, equality, and inclusion.
- Scholarship and financial assistance programs ensure that all kids can play soccer.
- We are verifiably the most successful youth club in Canada in terms of provincial and national results, including winning eight Canadian National Youth Championships.

Cultivating Life-long Friendships

There are many reasons to participate in soccer. The life-long friendships you develop are important ones.

Take Mya Jones (left) and Grace Stordy (right). These two Foothills athletes started their journey together in Foothills Youth Club and went on to play together for Foothills WFC in the [United Women's Soccer League](#) and the NCAA [University of Memphis Tigers Women's Soccer team](#).

Talk about a life-long friendship!



Foothills and the Alberta Youth Soccer League

Foothills Sets the Pace As an AYSL Leader

Foothills is fielding eight teams in the Alberta Youth Soccer League (AYSL) 2024 indoor season, which kicked off in January. We wish them all great success!

Our Club has competed in the AYSL since 2021. Since then, we have consistently led the standings in Championships won from a city and a provincial perspective.

The reason for our success is our people. We have the highest calibre of coaches, technical trainers, and leaders who have developed the best programs for young athletes. This means we attract the highest quality of players who bring home top results.

Have a look at the charts below, which show AYSL Championships won compared to other Provincial clubs. We have been front runners in both boys' and girls' indoor and outdoor AYSL competitions. Of course, there is always room for improvement, and we are already taking steps to do so. And thanks to our committed and talented staff, trainers, managers, coaches, and especially the players, we are well positioned to do so.



Colin Mackay
Club Operations Manager



Talent Identification for Age 13 to 17

Cavalry FC of the Canadian Premier League (CPL) and Alberta Soccer Association (ASA) have partnered to establish an integrated Talent ID program. The program will operate out of venues in Calgary and Edmonton.

In Calgary, Cavalry FC has partnered with Foothills to operate out of our Macron Performance Centre. We are extremely proud of this opportunity to support athletes from every corner of Alberta!

Through this program, Cavalry FC will focus primarily on the Alberta Youth Soccer League (AYSL) to identify male and female players born between 2008 and 2006 who have the drive, determination, and potential to progress through the player pathway within Alberta and beyond. This new initiative will support each player on every step of their journey to university, professional, or national team programs.

Cavalry FC will work together with youth clubs (including Foothills) and their Technical or Academy Directors to identify and develop players with high potential in our province. This fully funded program will consist of on-field delivery, athletic development, video analysis, and 11v11 game opportunities.



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



Foothills in the Alberta Major Soccer League

Paving the Pathway for Alberta's Women

Our Foothills Alberta Major Soccer League (AMSAL) women's team provides an opportunity to progress on the Alberta soccer pathway. With its strategic focus on nurturing emerging talent, the AMSAL is a pivotal stepping stone, particularly for younger elite-level players.

Playing with our AMSAL team offers invaluable experience and exposure to a higher level of competition, catering specifically to players wanting to play university or college soccer. Young talent engages with and competes against a diverse mix of players, including current and former university-level athletes. By facing off against stronger and more seasoned opponents, players are exposed to a level of play beyond their own age groups.

The impact of playing in the AMSAL extends beyond the soccer pitch. It also shapes the holistic development of our athletes and reinforces sportsmanship, leadership, and teamwork, shaping these athletes into well-rounded individuals poised for success in all aspects of their lives.



Colin Mackay
Club Operations Manager

About the Alberta Major Soccer League (AMSAL)

Established in 1991, AMSAL operates as a vital component in the soccer pathway, facilitating a smooth transition to the pro-am level and beyond. It provides a platform where aspiring players, coaches, and officials can hone their skills, preparing them for the rigors of professional and higher levels of competition. It plays a pivotal role in nurturing our Foothills female talent and facilitating a seamless transition to the professional-amateur (pro-am) level and beyond.

Player Development: Focus on preparing players for success in professional or post-secondary soccer environments by establishing a competitive tier within our league.

Coaching Advancement: Provides aspiring coaches with growth prospects, equipping them to lead teams at the national amateur level and beyond.

Official Certification: Offers pivotal avenues for officials to attain Regional, Provincial, National, and International certifications, ensuring their continual growth and expertise.

Competitive Environment: Emphasizes personal development, teamwork, and skill-building, and an environment that contributes to success both on and off the field.



Foothills in League1 Alberta - Ages 18 to 23



Jay Wheeldon
Technical Director

League1 Alberta is the highest level of provincial play available for athletes. It was established in 2023. During that inaugural exhibition season, the League was comprised of five teams in each of the men's and women's divisions, with Foothills fielding a team in each. The League will fully launch in 2024 with membership in Canada League1.

2023 Season:

The **Foothills FC** men's team is formally affiliated with Cavalry FC. Until 2020, our team participated in USL League Two (formerly PDL), a semi-professional developmental soccer league sponsored by United Soccer Leagues in the United States and Canada. We participated in the Western Division, which intermittently included MLS development teams the Portland Thorns, Seattle Sounders, and Vancouver Whitecaps. During that time, Foothills was a consistent contender with **three Division titles, two Conference titles, was National runner-up, and won a National US Championship**. The team is led by head coach Jay Wheeldon, a former Cavalry FC professional player.

In 2023, Foothills FC boasted a record of **7 Wins + 2 Draws**, completing the season **unbeaten**. We went on to win both the regular season and playoffs. The stand-out players included:

- **Captain Tom Field's** professional experience set the standard and culture on and off the field.
- **Moe El Gandour** hit high numbers with four goals and five assists in eight games.
- **Max Piepgrass** led the team in minutes played despite an injury-plagued 2022 season.
- The ever-present **Gianmarco Plenzik**, in his third season with Foothills FC, has become an integral part of the team.

The Foothills WFC squad ended with a 5-3-1 record and had several high points. Coach Sarah Taylor explained, "Short seasons can sometimes be challenging given there is limited time to build team chemistry, but I think that was one really special aspect of this group -- there was always a high level of teamwork and camaraderie and the team always put in the work for each other." Standout players from the season include:

- **Captain Brooklyn Colvin**. Colvin was a consistent and valuable part of the backline. She provided a sense of security in her centre-back position.
- **Cheyenne Lehmann**. Lehmann was an integral part of the team, scoring two important goals this year and consistently fueling the team's energy.
- **Ella Djuranic**. A midfielder, Djuranic consistently showed up with a tremendous work rate and was ready to fight for her teammates.

2024 Season:

League1 Alberta has now grown to include seven teams in each division and in December 2023, League1 Canada announced that League1 Alberta has officially joined its alliance of Pro-Am soccer leagues.

Foothills FC is targeting a repeat performance in 2024 despite seeing several players advance on to professional soccer, including Captain **Tom Field** (re-signed with Cavalry FC), **Anthony Martinez** (called up to play internationally in Puerto Rico), and **Owen Sheppard**, who was just selected first overall Valour FC in the 2024 Usports draft. We are proud of these players' accomplishments and wish them great success with their new teams.

And **Foothills WFC** is anxious to get back on the pitch and improve on their 2023 performance.

Look for signings and announcements about both teams in the coming months.

University and College (Post-Secondary)



More Foothills Academy Members Play for Post Secondary Schools Than Any Other Youth Club in Canada.

In 2023, 116 Foothills Academy members are playing for college and university teams in Alberta, Canada, and the US. That's up from 107 in 2022! [Watch the video.](#)

And Once There, They Are Leaders

Foothills and our members are regularly recognized for excellence. Here's a sampling of the latest individuals living up to our mandate of "Developing Excellent Players and Outstanding People."

United Women's Soccer League 2023 Season Awards

Grace Stordy - Winner ... West Conference Defensive Player of the Year, and named to All-UWS First Team

Foothills - Winner ... LIVE Game Day Experience

Momo Nakao - Named to All-UWS Second Team

Momo, Grace, Maggie Zacsco - Named to West Conference First Team





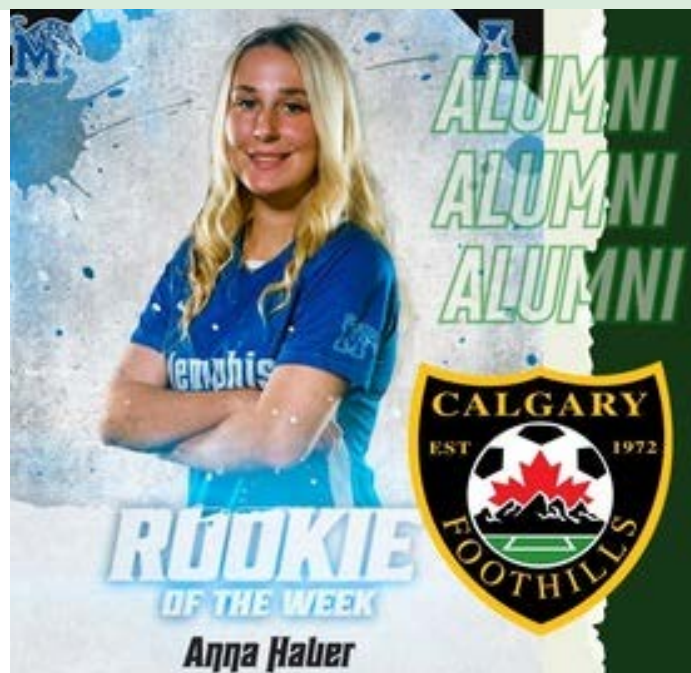
American Athletic Conference Awards

Mya Jones – Winner, Offensive Player of the Year
 Momo Nakao – Winner, Midfielder of the Year
 Anna Hauer – Winner, Rookie of the Year
 Named to All-Conference FIRST Team ... Mya, Momo, and Grace Stordy
 Named to All-Conference SECOND Team AND Rookie Team ... Anna Hauer



Anna Hauer NCAA Recognition

Anna Hauer is an NCAA superstar and Foothills Alumni. She started in our Youth Program and stayed up to playing with our UWS team in 2021. Anna received the Rookie Of The Week accolade from the University of Memphis Tigers twice (back-to-back) and was featured October 12th on SportsCenter's Top 10 Plays!



Victoria Dungey

Congratulations are in order for Foothills UWS Academy Alumni Victoria Dungey who received the Rookie of the Week honor from Maine's Black Bears Soccer!



United Women's Soccer League

Foothills WFC and the United Women's Soccer League (UWS)

Calgary Foothills WFC has participated in the United Women's Soccer (UWS) league since 2017.

- Foothills WFC is the **ONLY** Canadian team participating in the UWS West Conference.
- Since 2017, we have **WON THREE** Conference Championships and **TWO** National Silver Medals.
- In 2019, we were **NAMED** the UWS Franchise of the Year.
- In 2022, Lee Tucker was **NAMED** West Conference Coach of the Year.
- In 2023, we **TIED FOR FIRST** in our Conference, missing out on a trip to National finals on goal difference. Multiple team members were **NAMED** to UWS All-Star teams. The Club **WON** the LIVE Game Day Experience Award, and ranked in the Top Four Teams for Social Media Coverage.

The UWS league is at the top of the Foothills player pathway for females and is a step above League1 Alberta, where we field both men's and women's teams.

Our UWS team provides a connection to the Canadian Professional Women's League, which will kick off in 2025. Once established, that professional league will complete the Foothills pathway to pro for our female members. Our pathway will start at the grassroots and take players with the drive, determination, and skills all the way up to a professional team.



Lee Tucker
Girls Academy Manager

About United Women's Soccer (UWS)

The United Women's Soccer league was founded in 2015 and serves as a platform for college and international players to compete at a high level during the summer months. It operates as a semi-professional league, providing opportunities for players to develop their skills and gain valuable experience as they compete against top university players as well as aspiring and former professionals.

The league aims to promote women's soccer and contribute to the growth of the sport in the country.

UWS focuses on player development and provides opportunities for women to continue their soccer careers. It serves as a stepping stone for players aspiring to play at higher levels of competition.



Professional Level



Lee Tucker
Girls Academy Manager



NATIONAL WOMEN'S SOCCER LEAGUE

The National Women's Soccer League (NWSL) Draft is an annual event where NWSL teams select players from the college ranks to join their rosters.

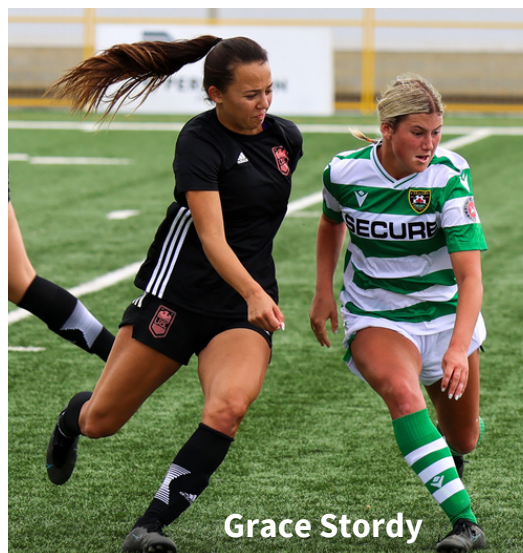
In January 2024, three Foothills Academy and UWS alum, **Mya Jones, Saorla Miller, and Grace Stordy**, participated in the NWSL draft. All three graduated from Memphis University, where they had several award-winning seasons with the Tigers. Mya and Grace were youth national champions at Foothills and have played integral roles with our UWS team in the past few seasons. Saorla Miller also played for our UWS team with Mya and Grace.

Drum Roll Please ...

We are thrilled to announce that Mya was selected by San Diego Wave FC! **Congratulations, Mya!** We are so proud of you and will be watching you dominate the field just like you did here at Foothills!



Mya Jones



Grace Stordy



Saorla Miller

Meet The Foothills Alum Who Have Fulfilled Their Dreams to Be Pro Footballers!



“Our programs prepare players with the drive, determination and talent to ascend to play at a professional level. As of writing, those players include these 60 individuals.”

Representing National Teams



Colin Mackay

Club Operations Manager

Nurturing Pathways to National Teams

Few things rival the thrill of representing one's country on the international stage. This dream has become a reality for **Foothills players who have earned a total of 169 international caps for Canada (and counting)**.

Sam Adekugbe is one of those athletes. His remarkable journey started with Foothills at a young age and led him to don the Canadian Men's National Team red jersey, one of his many achievements. His crowning moment came in the 2023 World Cup held in Qatar, where he proudly represented Canada, showcasing the skills and dedication cultivated during his formative years at Foothills. His remarkable performance not only showcased his individual prowess but also served as an inspiration to aspiring talents within our program.

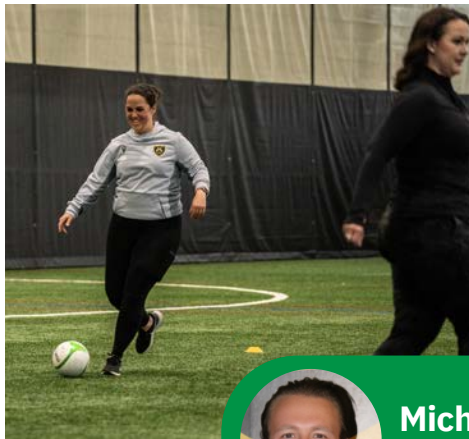
Sam's success shows the opportunities the Foothills program creates and illustrates how dedication and talent nurtured can make dreams come true, including playing for one's nation.

Our program has also been instrumental in shaping the careers of many players who have gone on to achieve remarkable milestones, including the first stepping stone for Owen Hargreaves, who became the first Foothills player to feature in a senior World Cup.

As we celebrate these achievements, we also renew our commitment to nurturing the next generation of talented athletes, providing them with the tools, guidance, and opportunities needed to aim for the stars and proudly represent our nation on the global soccer stage.

Foothills Soccer is dedicated to shaping dreams and transforming aspirations into remarkable realities.






Michael Lennox
Foundation Phase Manager

Coach Development and Mentorship

In 2024, Foothills will significantly expand our coach education program to encompass all ages within our academy program. This will enhance our coaching staff's knowledge, skills, and effectiveness, ultimately contributing to their overall development and success.

Our approach will incorporate three touchpoints spread throughout the season. At each touchpoint, our coach education team will engage with the coaching staff of every team within the club. The primary objectives of these interactions are to:

- provide personalized support,
- facilitate strategic planning, and
- offer targeted educational resources.

The first touchpoint will serve as a foundation for the season. We will collaboratively set goals, outline methodologies, and establish a clear structure. This initial meeting will lay the groundwork for a cohesive and well-informed coaching strategy.

The second touchpoint is strategically timed to occur in the middle of the season. Together, we will assess progress, address any challenges, and fine-tune coaching techniques. This mid-season check-in ensures that the coaching staff receives timely feedback and support, enabling them to make necessary adjustments for optimal team performance.

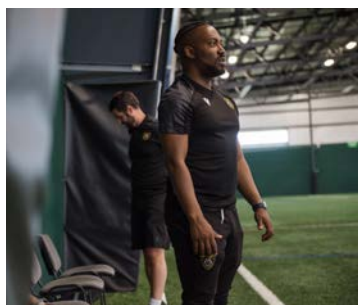
The third and final touchpoint will occur towards the end of the season. The focus will shift towards reflection, evaluation, and planning for the future. Coaches will have the chance to analyze the outcomes of their strategies, discuss lessons learned, and prepare for the upcoming seasons.

This holistic approach to coach education recognizes the importance of continuous learning and improvement throughout the entire year.

By incorporating these touchpoints, our coach education program will foster a culture of ongoing development. We believe that investing in the growth and expertise of our coaching staff will have a positive ripple effect, benefiting the players, the teams, and the overall success of our program.

Through personalized planning, robust support, and targeted education, we are committed to elevating the standard of coaching across our club in 2024 and beyond.

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



Sports Science and Performance – A Pathway to Achieving Excellence



Chase Wetherell
Head of Sports Science



Jamieson Sawka
Performance Manager

What started out as a very basic idea – a performance center – has quickly grown into a very fluid and expanding department. In 2018, Foothills had a vision to create a club-specific program dedicated to player performance that would put us on a level close to or on par with professional academies around the world. We expanded our Sports Science department to include Veo cameras. These were ground breaking as they allowed us to video games and show players their recorded performances. The approach was built around three words: **Learn, Analyze, Review.**

Very quickly, we realized how important video was not just for the players but for coaches, staff, and parents to review gameplay, identify areas of strength and weakness, and respond appropriately based on the learnings.

Next, we looked to provide athletes with tools to grow through movement support and visual analysis. Weekly sports science and video analysis sessions were added to players' schedules to give them more touch points with our elite staff and focus on building great people and athletes.



**Foothills
helps our
players
“Achieve
Excellence.”**

Achieving Excellence Through Innovation

An important aspect of “The Foothills Way” is a focus on “Achieving Excellence” by providing players the tools to grow and develop. In 2023, we began a partnership with Playermaker, a wearable soccer tracker designed to give feedback on both the technical and physical sides of the game.

The collection of data on our players has been at the forefront of our objectives in the Performance Department. We started with just physical testing data and then added visual metrics from game recordings. Now, we can track a new array of data, including stride, number of accelerations/decelerations, touches on the ball, and even data specific to the foot.

This detailed level of data allows the staff to further understand how the Foothills curriculum is performing and allows us to pivot quickly as the data dictates.

Staff and players alike are very excited to utilize this innovative technology, tapping into the new data and metrics, allowing staff to assess curriculum, give improved objective feedback, and players to see the data almost immediately after their session or game to give them instant feedback.



playermaker

#1 WEARABLE SOCCER TRACKER