



Brookfield Soccer Association & Elm Grove Soccer Club Join Forces to form Elmbrook United

WHAT IS HAPPENING?

After months of collaborative discussion and due diligence, the respective Boards of Directors of both the Brookfield Soccer Association and the Elm Grove Soccer Club came to the mutual conclusion that we can better serve our communities both on and off the soccer field by combining forces and joining together to form a single combined soccer club. Both clubs offer a tremendous positive benefit to one another, and the result will be the best of both clubs forming **Elmbrook United**.

WHY ARE OUR TWO CLUBS JOINING FORCES?

With this union, **Elmbrook United** will provide an environment of competitive excellence and life learning through soccer to positively influence the youth of our combined community for decades to come. Our shared philosophical views on youth soccer place great emphasis on developing our youth members as a whole person at every age and level of play, not just as youth soccer players but also as good sportsmen and women. Having this core value in common makes our two Clubs a natural fit. Ultimately, the goal of this union is to create the BEST environment for youth soccer in Southeastern Wisconsin. Our Club accomplishes this by emphasizing technical skill development and confidence building and maximizing our player development focus.

WHAT ARE THE POTENTIAL BENEFITS TO JOINING CLUBS?

By coming together, our new Club will be better positioned to provide a better soccer experience for every child, every year.

- As **Elmbrook United**, our Club will have greater membership stability across all age levels and programs including Recreational, Academy and Select. The increased membership allows our Club to create more developmentally appropriate opportunities for our players and families across more levels, more complete rosters, multiple teams at most age levels, combined training opportunities for more match simulation, and much more.
- A larger more stable and consistent Club membership affords us the opportunity to ensure fewer program "gaps" year-to-year; such as the ones experienced at both Clubs this year at the 8th/9th and 12th grade level.
- Our Club will become fiscally stronger by pooling our coaching and administrative resources and sharing community and club assets to achieve economies of scale. Our two Clubs will no longer '*compete*' with one another for resources that would be best used together, including players, coaches and access to community resources. Instead, our new Club can focus on being the destination Club in our community with an emphasis on player and personal development.



- In addition, our union models other successful youth sports programs in the community such as Elmbrook Swim Club, Elmbrook Little League and Elmbrook Youth Hockey.
- Elmbrook United also mirrors the educational alignment of our community, the Elmbrook School District, which the Club believes will lead to even more opportunities to partner with the District in areas such as long range planning for facilities – both outdoors and indoors.

WILL ONE CLUB BE IN CONTROL OVER THE OTHER?

The spirit of intent is truly a union of two very successful programs serving one common community, thus the meaning behind naming the Club **Elmbrook United**. On the field, our respective Directors of Coaching; Joe Luedke (EGSC DOC) and Art Kramer (BSA DOC) will both hold prominent leadership positions in the new Club and will work together to develop the new leadership and developmental structure, coaching philosophy and coaching assignments from the top down by combining the best assets and principles of both Clubs.

Similarly, the new Club will be led administratively by a new twelve-member Board of Directors formed from the Directors from both Brookfield and Elm Grove Soccer. The new Board will work together going forward to develop the appropriate leadership structure to ensure Elmbrook United continues to serve the needs of our soccer community.

WHAT IS THE TIMELINE FOR THIS TRANSITION?

This change will be completed in time for the start of the 2017-18 soccer season for all Recreational, Academy and Select Programs. Operationally, registration for each respective program shall open as it has in past seasons with as little change to previous timelines as possible.

HOW WAS OUR NEW CLUB NAME DETERMINED? WHAT WILL BE OUR NEW LOGO and COLOR SCHEME?

The new Club name is **Elmbrook United (EB United)**. This name was the most logical and expressive choice. Elmbrook United is a term that both the Elm Grove and Brookfield communities identify with and can relate to. It is consistent with other combined youth programs in our communities and it mirrors our combined school district alignment. The unveiling our new Club logo and uniform color scheme will be communicated soon.

HOW MIGHT THIS CHANGE IMPACT MY PLAYER/TEAM?

At this time, it is hard to say, since team compositions for the 2017-18 season will depend upon the combined registrations received for our Recreational and Academy programs and upon tryouts for our Select programs. The Club believes that this change will have a positive impact on all players. The Club will be able to better field multiple teams at most levels and every player will have the opportunity to play on the appropriate skill-leveled



team. To reiterate, with more players, the new Club will be better able to meet the individual needs of each player through team placement, coaching/training opportunities and match play.

WILL THE FEE STRUCTURE REMAIN THE SAME IF WE MERGE?

Fees are being discussed and will be reviewed closely to determine the best possible way to structure them for the new Club given the expanded number of players. The fee structure will depend on many factors, including league play, level of play, desired team roster numbers and travel. Please note the Club fully expects that our fees will continue to remain fair and competitive relative to similar clubs in the area.

WILL THE NEW CLUB HAVE VOLUNTEER REQUIREMENTS?

Yes. Volunteerism will be a vital part of our Club's success over time and represent an excellent opportunity to give back to our combined soccer community. For former BSA families, this is the same it has been. For EGSC families this will be a new experience. For each player in the Club (*rec, select or academy*), families are required to have one team job and complete 2.5-3 hours of club volunteer hours for each player registered as well as an additional 2.5-3 hours of volunteer support of the Club's Select Cup Tournament, held annually in August for each player participating in the tournament. Starting in the 2017 season, a volunteer fee deposit of \$100 will be charged upfront to each family at registration. The volunteer fee (\$100) will be refunded to the family once their club volunteer work has been completed for each child registered and the full family volunteer obligation has been met.

WILL BOTH BROOKFIELD AND ELM GROVE FIELDS AND FACILITIES BE UTILIZED?

With the combined number of players anticipated, the Club will need to evaluate how to best maximize our combined field resources for practices and games. At this time, the Club anticipates continuing to utilize the fields and facilities of both Brookfield and Elm Grove. Fortunately, all existing facilities are close in proximity and having the combined resources will allow our Club more flexibility in providing high quality facilities throughout the year. Both municipalities have been consulted about this change and are supportive of the unification of our two Clubs.

HOW WILL SELECT TRYOUTS FOR 2017-18 BE IMPACTED?

It is anticipated that Select Team tryouts for our new Club will be conducted similar to previous years. The combined resources of the new Club should make this process easier to facilitate and provide a better overall experience for everyone involved. Select program tryout dates for the new combined Club will be confirmed as soon as possible, but are tentatively slated for the weeks of June 12, 2017 for U11-U13, and June 19, 2017 for U14-U19.

For the WYSA 2017-18 Tryout Policy, please follow this link: [WYSA TRYOUT POLICY](#)



WHOM TO CONTACT WITH OTHER QUESTIONS OR CONCERNS?

Brookfield Soccer Association: Stan Lo: stan.lo@brookfieldsoccer.com

Elm Grove Soccer Club: Kevin Jacobson: kevin.egsc@gmail.com

WHEN WILL MORE DETAILED INFORMATION BE AVAILABLE?

It is recognized that many questions remain to be answered. Please be assured that more logistical information will be announced in a timely fashion. It is also understandable that many of you will have individual questions. To ensure the Club addresses any concerns or questions you may have, we have set up this email for all existing and/or prospective Club members to use to submit questions:

info@Elmbrookunited.com

FINAL THOUGHTS

Our Club believes this strategic alliance will provide a stronger and more sustainable environment in which to thrive that will better serve the soccer community of Elmbrook United. Our Clubs are encouraged by having nearly identical philosophies and core values. The opportunity this new vision provides for the community is exciting. We hope you share this enthusiasm!

Please welcome Elmbrook United to our shared community!



RECREATIONAL PROGRAM QUESTIONS

WHERE WILL RECREATIONAL TEAM GAMES AND PRACTICES BE HELD?

It is anticipated that most Recreational level games will be played at Voigt Soccer Park, but with the additional quality space located in Elm Grove, the club will be considering the best way to utilize all fields. Team practice locations will be determined by based on field availability and with input from the volunteer coach of each team.

WILL GAMES STILL BE ON SATURDAYS OR WILL MORE DAYS OF THE WEEK BE USED?

Games will continue to be scheduled as in the past. Most games will take place on Saturday. Occasionally there will be a game scheduled on Sunday and during the week.

WILL RECREATIONAL TEAMS BE COMBINED BETWEEN BROOKFIELD AND ELM GROVE RESIDENT PLAYERS?

Yes. Recreational level teams will be formed independent of geographic residence and will be formed with competitive parity as the top priority.

WILL VOLUNTEER PARENTS STILL COACH RECREATIONAL TEAMS?

Yes, parent volunteers will continue to coach recreational teams and will always be a much appreciated and valuable asset to our Club.



ACADEMY PROGRAM QUESTIONS

WILL BROOKFIELD AND ELM GROVE PLAYERS BE COMBINED ON ACADEMY TEAMS?

Yes. Players from the former Brookfield and Elm Grove will now be combined at all levels of the new Club including Academy. All players who register for an Academy team will be evaluated by the Academy coaching staff and placed on an appropriate level team. There is no pre-selection of players or tryouts for Academy.

WHERE WILL ACADEMY TRAINING TAKE PLACE?

Academy practice locations will be determined after reviewing how to best utilize the fields available to the club.

HOW MANY ACADEMY TEAMS WILL BE AT EACH LEVEL?

The number of Academy teams will be determined by the number of players that register for Academy at each age level and gender. Based on the combined population of both Clubs it is anticipated that for each gender the Club will have at least two teams at U7 (playing at U8), two teams at U8, and potentially three teams at both U9 and U10. The Club is committed to providing Academy level play to as many players as possible while maintaining a quality experience.

HOW ARE ACADEMY TEAMS FORMED?

There is no pre-selection of players or tryouts for Academy. All players who register for an Academy team will be evaluated by the Academy coaching staff and placed on an appropriate level team based upon review and consideration of the following as applicable: prior academy experience, performance at the June academy open house, input from the recreational coaching directors, and recreational player evaluations from the prior soccer season.

WILL THERE BE CUTS FOR THE ACADEMY TEAMS?

Per WYSA Rules, since there are no Academy tryouts, there are no cuts, however, the Club is obligated to follow the WYSA maximum allowable roster limits for each age level.

WILL INPUT FROM PREVIOUS COACHES BE CONSIDERED DURING ACADEMY TEAM SELECTIONS?

Yes, if available, input from previous academy and recreational coaches from both former Clubs will be encouraged during the Academy team selection process.



ACADEMY PROGRAM QUESTIONS (continued)

WHEN WILL PLAYERS BE NOTIFIED IF THEY ARE OFFERED A SPOT ON AN ACADEMY TEAM?

Academy player assignments will be finalized and announced during the month of June.

WHEN WILL WE BE NOTIFIED OF ACADEMY COACHING ASSIGNMENTS FOR NEXT SEASON?

Information will be provided as soon it becomes available. The Club anticipates announcing Academy staff coaches in June.

2017 ELMBROOK UNITED ACADEMY OPEN HOUSE SCHEDULE:

- Monday, June 5th - 2010 & 2011 Boys, 5:30 pm - 7:00 pm
- Tuesday, June 6th - 2008 & 2009 Boys, 5:30 pm - 7:00 pm
- Wednesday, June 7th - 2010 & 2011 Girls, 5:30 pm - 7:00 pm
- Thursday, June 8th - 2008 & 2009 Girls, 5:30 pm - 7:00 pm



SELECT PROGRAM QUESTIONS

WILL BROOKFIELD AND ELM GROVE PLAYERS BE COMBINED ON SELECT TEAMS?

Yes. Players from the former Brookfield and Elm Grove clubs will now be combined at all levels of the new Club including Select. All players who try out for a Select age level will be evaluated by the Select coaching staff and offered a roster spot based upon ability and not current club and/or team affiliation.

HOW MANY SELECT TEAMS WILL BE AT EACH LEVEL?

The number of Select teams will be determined by the number of players that register for tryouts at each age level and gender. Based on the combined population of both Clubs, it is anticipated the new Club will have a minimum of three teams at both U11 and U12 for each gender and at least two teams at U13 and above.

WHEN WILL SELECT TRYOUTS BE HELD?

Elmbrook United will host Select tryouts for U11-U13 during the week of June 12 - 16, 2017 and for U14 and above, during the week of June 19 - 23, 2017.

WHEN WILL CLUB FAMILIES BE NOTIFIED OF SELECT COACHING ASSIGNMENTS FOR THE 2017-18 SEASON?

Per WYSA rules, Select coaching assignments will be announced prior to tryouts.

WILL INPUT FROM PREVIOUS SELECT COACHES BE CONSIDERED DURING NEW SELECT TEAM SELECTIONS?

Yes, if available, input from previous Select coaches from both former Clubs will be encouraged during the Select tryout and selection process.

HOW WILL THE NEW CLUB DETERMINE ROSTER SIZES?

Elmbrook United will follow roster sizes as mandated by WYSA rules.