

Soccer in the USA

2002 - 2003

HOW SOCCER WORKS IN AMERICA

Inside the U.S. Soccer Foundation

The U.S. Soccer Foundation was created with the profits of World Cup USA 1994. The success of the first World Cup held in America gave the Foundation an initial \$55 million endowment to enrich lives through soccer across the U.S. And, with subsequent endowment from Women's World Cup '99 and a capital campaign, the Foundation continues to be the development engine of the sport.



YOU CAN HELP

Whether it's developing fields or assisting after-school programs, rural communities or inner-city neighborhoods, professional athletes or young kids, the U.S. Soccer Foundation is helping make soccer more accessible to all who want to play. If you are an individual, corporation, or foundation wishing to support our efforts, you may do so through a very simple and secure on-line donation page. Please visit ussoccerfoundation.org (website powered by Demosphere) or call (202) 872-9277.

The Foundation has dedicated itself to investing money in people, programs and priorities that will continue to broaden World Cup 1994's American legacy and grow the sport of soccer. With subsequent contributions to the endowment from the blockbuster Women's World Cup '99 and a capital campaign, the Foundation continues to be the development engine for the sport. Since 1995 the Foundation has put back more than \$35 million into American soccer — and has done it without using any of the original investment. This money has been used to help all aspects of the soccer community. Professional, national, recreational and even potential players are reaping the benefits.

Projects and programs that the U.S. Soccer Foundation has contributed to:

The Resource Center

A unique combination of partner companies, online and print tools offering the U.S. soccer community assistance in the development of projects and programs.

Grassroots

Hundreds of soccer organizations, both large and small, have received grants to support their efforts in communities across the nation. The Foundation has granted \$16.8 million to 260 groups.

Project 40

The Foundation has committed \$300,000 to reimburse players' educational expenses.

Player Development

A \$6 million commitment has been made to U.S. Soccer's Player Development Initiative.

Women's World Cup 1999

The Foundation gave \$385,000 to fund the bid bringing the games to the U.S. Additionally, \$2.5 million was loaned to the organizing committee to start the administrative and planning functions nec-

essary to make the games a success. The Championship rings for the victorious U.S. team were purchased by the Foundation.

National Training Center

The Foundation is partnering with the U.S. Soccer Federation to develop a national soccer training center in alliance with the Anschutz Entertainment Group. The facility will be located in southern California.

Major League Soccer

The Foundation has been a sponsor of Major League Soccer since 2000.

Field Building Partnerships

The Foundation's creative and aggressive series of partnerships with the Federal government and with Nike has resulted in significant field-building initiatives across the nation.

U.S. Soccer Foundation Soccer Yellow Pages™

A 200-page national telephone book for American soccer, including thousands of listings of soccer clubs, leagues, organizations, services and companies. Also online as a searchable database at www.socceramerica.com.

Partnerships

The Foundation has developed creative partnerships with the Federal government and with private companies such as Nike to build fields and install lights at facilities across the country.

The U.S. Soccer Foundation's priorities include a focus on urban programming, field development and player development. These are all initiatives that help add needed green space to communities, provide opportunities for athletes of all ages and skill levels to play the sport of soccer, and help develop our National Teams into World Cup and Olympic champions.

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How to use this report

Soccer in the USA is an overview of the organizations, structure, trends, resources and leadership of American soccer. It's created for public and private organizations and individuals that are exploring American soccer. They may be:

- city councils considering support of local soccer field complexes
- companies researching sponsorship involvement
- businesses planning a new product
- newspaper reporters researching how a community's soccer families are impacting the political process

It is designed to be simple and user friendly, but it is only an overview. We encourage you to contact the organizations and resources directly for more detailed information.

— The Editors



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Soccer Participation Hits New Record with 19+ Million

By Lynn Berling-Manuel
President & Publisher
Soccer America Magazine

Even before the unprecedented success of the U.S. Men's National Team at the 2002 FIFA World Cup, over 19 million Americans were kicking around a soccer ball. That makes soccer the second largest participation team sport in the United States (after basketball), according to the 2001 National Soccer Participation Survey, an annual

Three facts stand out in this year's survey.

- The growth of 1.3 million in total participation since 2000 is one of the largest one-year increases since the survey launched in 1987. U.S. soccer participation — almost double baseball's — is at a record level.
- That the increase in new players is almost identical to the increase during the previous year, while the overall figure has risen, proves more are STAYING in the game.
- The largest single area of increase — almost 1.2 million -- was in the 12-17 age group. This reflects the success of youth soccer organizations keeping kids playing beyond their pre-teen years.

Participation numbers are only part of the story of American soccer. In addition to the millions of players and their families, soccer in the USA now has all of the elements of a major sport: men's and women's international success and men's and women's first division professional leagues (Major League Soccer and the Women's United Soccer Association).

Turning more of those soccer players and their families into fans of soccer is one of the most important byproducts of the fine performance of the U.S. Men's National Team in Korea. The U.S. success included defeating highly-regarded Portugal and arch-rival Mexico to reach the quarterfinals. The Americans were finally narrowly beaten by soccer superpower Germany in a heroic effort that earned worldwide praise for the U.S. team. Newspapers around the nation covered the phenomenon of soccer-playing kids staying up all night to see the live broadcasts from Asia. Newspapers around the world declared the arrival of

the USA as a world-class soccer nation.

MLS in particular should reap immediate benefits of that developing fan base. Although a number of the U.S. World Cup stars, such as Claudio Reyna and Brad Friedel, are playing for foreign teams, many of the players are in MLS, including 20-year-old dynamos Landon Donovan and DaMarcus Beasley. The Women's United Soccer Association is in its second season and continues to feel the surge of interest generated by the U.S.-hosted 1999 Women's World Cup.

The foundation of soccer in the USA, however, is still the millions of people who play.

There are a variety of national organizations that serve soccer-playing youth and adults. Plus every state in the U.S. has a youth, adult or combined youth/adult soccer association. The U.S. also has the largest soccer coaches association in the world. Companies and organizations exploring soccer in the USA have often been left reeling in confusion at this seeming "alphabet soup" of soccer organizations.

What this diversity actually means, however, is that there are organizations that target virtually every segment of the soccer market. Companies can work with these organizations, either singly or in combination, to get direct access to any age, gender, or geographic area they may be interested in.

This booklet gives an overview of American soccer, the organizations and companies that serve it, and views of some of its top marketing, media and organization executives. For more information, contact any of the dozens of individuals and groups that have been listed as resources.

Key Findings 2001

		1987-01 Change
Total Participants (6+ years)	19,042,000	+23.8%
Total Adult Participants (18+)	4,070,000	+42.9%
Frequent Participants (25+ days)	9,117,000	+53.8%
Core Participants (52+ days)	4,276,000	+89.8%
"Aficionados" (Soccer is favorite sport)	4,981,000	+65.9%

report commissioned by the Sporting Goods Manufacturers Association.

American soccer participation -- the millions of youngsters and adults who play, the families of those millions, plus the additional thousands of coaches, administrators and referees — will never again be labeled a fad. Soccer is an integral part of America's sports landscape.

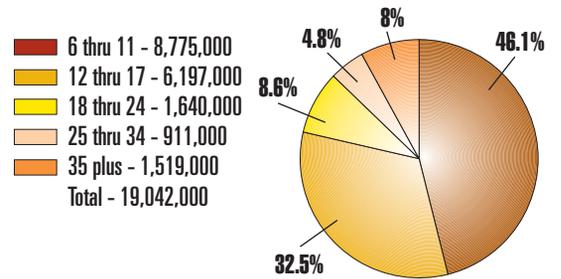
For more information on SGMA research studies, or to order the SGMA Soccer Participation Report, go to www.sgma.com or call (561) 842-4100.



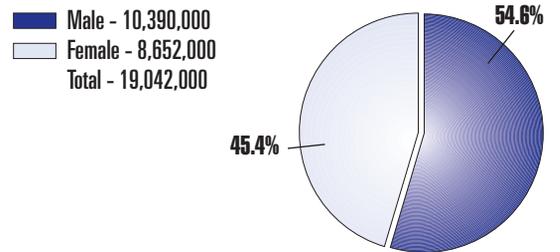


Highlights of 2001 SGMA soccer participation survey

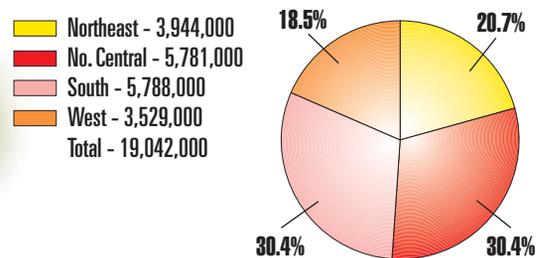
Participation by **AGE**



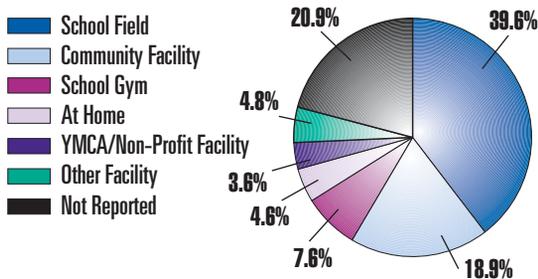
Participation by **GENDER**



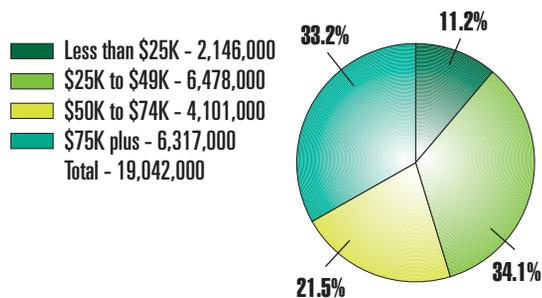
Participation by **REGION**



Facility Usage **2001**



Participation by **INCOME**





S. Robert Contiguglia
U.S. Soccer Federation,
President



Mark Noonan
Major League Soccer,
Vice President/
Marketing



Dan Flynn
U.S. Soccer,
Secretary General



Joaquin Hidalgo
Nike, Vice President &
Global Director of
Soccer

America's Soccer Leaders Look at World Cup Impact

1 How will the FIFA 2002 World Cup impact American soccer during the next three years?

Bob Contiguglia (U.S. Soccer):

We have shown that American players, coaches and referees can perform successfully at the highest level...We have earned an unprecedented showing of public awareness and credibility for the Men's National Team and MLS...We can sustain this awareness with MLS teams and our national teams competing successfully against the best clubs and national teams in upcoming events such as the Confederations Cup, the Olympics and the World Club Championship.

Chris McGuire (adidas): We witnessed strong personalities come alive. I believe this is where we will see the largest impact from the World Cup. These potential icons will be faced with the opportunity and responsibility of taking professional soccer into mainstream America and provide inspiration to the youth in the sport. We will also see an increase in the cost of sponsorships within all aspects of the sport.

Mark Noonan (MLS): The performance of the U.S. Men's National Team gave our sport increased visibility, domestic and international credibility and will most certainly serve as an inspiration for the next generation of players and fans. It is another positive step in a long, gradual process that will fuel continued growth in all important areas of the game over the next three years and well beyond.

Keir Radnedge (World Soccer Magazine):

Hopefully, the impact will be more internal than external, more domestic than international. One of the oddest aspects of the victory over Portugal, for example, was the baffled reaction of American journalists in Korea. That reflected domestic opinion which apparently undervalues U.S. soccer because of a perceived international failure. Pride in the 2002 adventure needs to be maximized back home. U.S. soccer needs to value how far it has come — rather than how far it may yet need to go.

Dan Flynn (U.S. Soccer):

The U.S. Men's National Team's success at the 2002 World Cup will definitely be remembered as one of the crowning accomplishments for U.S. Soccer, but it needs to be kept in the context of the overall growth of the sport across the past two decades. When we hosted the 1994 World Cup it created awareness for the game that we never had before. The success of the U.S. Women in 1999 raised that awareness even further. And now, our U.S. Men experiencing unprecedented success at a World Cup extends it to yet another level. But, it remains what it is a benchmark to measure our success. That success will result in spikes in participation and attendance and TV viewership, but it doesn't cement anything in terms of long-term success in any of those areas. Only hard work and continued planning for our future, so we have these types of successes and benchmarks to point to, during the next 15-20 years will continue to build our sport.

Jim Hamilton (U.S. Soccer Foundation):

Soccer players all over the country, when they are alone and talking only to themselves, see themselves not as World Cup players, but as U.S. National Team players. Some may discount this phenomenon, since it cannot be easily observed or measured, but those who would do so are wrong. There will be a positive effect from the U.S. National Team's performance in World Cup 2002 on soccer in America for a long time.

Joaquin Hidalgo (Nike):

General interest level in the overall World Cup tournament will encourage more people, particularly youth, to try the sport. It will also reaffirm participation among current players. Over the past several years the MLS and WUSA have created professional environments for young players to aspire to. One thing is for sure, no national team stepping onto the pitch with the U.S. Men's national team will ever take them lightly again.

Paul Simonetti (Philips Electronics):

It's been very positive. The goal of Philips Electronics' sponsorship is to increase the fan base for soccer in the U.S., and the recent success has really helped move the needle. Once the U.S. Men reached the elimination round, we put the needle into the red! It will drop back, but will never be as low as it was before the FIFA 2002 World Cup.

Participants not pictured: Chris McGuire (adidas, National Promotions Manager), Keir Radnedge (World Soccer Magazine), Jim Hamilton (U.S. Soccer Foundation, Chairperson), Mike Moylan (Eurosport, President), Mick Hoban (Soccer Solutions, Marketing Consultant).

Paul Kennedy (Soccer America Magazine): The biggest impact the success of the United States — and most important, the visibility for young American stars — will have is if they lead to an infusion of new money into MLS for player development. That means more money to keep young stars such as Landon Donovan in MLS and more money to entice other young players to join MLS at a young age. The United States can only build upon its success in Korea if it develops more Landon Donovans and

DaMarcus Beasley's, i.e. new young players who are ready to follow in their footsteps and play big roles in 2006.

Francisco Marcos (USL): Every soccer event in the USA impacts the sport; Pele, the Olympics, World Cup '94, Women's World Cup '99 and now the men's performance at this World Cup. This time it's a little different because for the first time, the guys did a little bit of capturing the nation, not just people's time and attention, but their emotions.

This is critical for the process of evangelizing the country. It is critical that we concentrate on securing the commitment of the sport's investors by making them understand that there is

light at the end of the tunnel by pointing to the quality on the field, which will eventually bring the masses around. After all, America loves a winner and will support nothing else. Above all, we need to keep doing what we're doing, one kick at a time

Cherie Tucker (AYSO): The United States National Team's excellent showing at the 2002 World Cup stimulated the interest of the media, the fans and the general public. We expect that interest to translate into increased participation at the youth and amateur levels, as well as an increased fan base for Major League Soccer.

Jim Sheldon (NSCAA): There won't be a major quantifiable spin-off from the 2002 World Cup during the next three years. What will change will be a matter of perception. MLS may see a slight bump in attendance and hopefully TV.

But, unfortunately, there is still a disconnection between fans of international soccer in this country and MLS. What we will see is greater respect for the men's national team, not only from soccer fans but also from the mainstream media. This shouldn't be minimized. It's an important step.

Chuck Blazer (CONCACAF): By encouraging the U.S. Soccer Federation to continue with the programs and commitment which brought them to the level of success achieved in the FIFA 2002 World Cup. The results have been a dividend

Soccer Leaders Look to Future continued on next page



Paul Simonetti
Philips Electronics,
Director, Brand
Communications



Paul Kennedy
Soccer America
Magazine,
Managing Editor



Francisco Marcos
USL,
Commissioner



Cherie Tucker
AYSO,
Executive Director





Jim Sheldon
NSCAA,
Executive Director

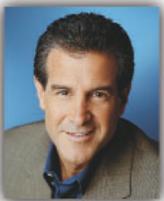
received for the investment made by sponsors and the Federation in the National Team and the 2010 project.

Randy Bernstein (Yahoo!): The U.S. National Team's Round of 16 victory and tremendous showing by outplaying World Cup runner-up Germany in the quarterfinals has hard core soccer fans and casual sports fans alike feeling that the USA is a legitimate 2006 World Cup contender. With this renewed confidence and energy for soccer in America comes increased player participation, corporate support and media attention.



Chuck Blazer
CONCACAF,
General Secretary

Mick Hoban (Soccer Solutions) : The U.S. Men's National Team's performance at the World Cup will result in the increased market value of U.S. players, commercial and sporting leverage for the U.S. in international friendlies, credible heroes for the MLS and U.S. Soccer to market, increased leverage for U.S. Soccer with U.S. media and sponsors and inspiration for all aspiring U.S. National Team players.



Randy Bernstein
Yahoo!,
Vice President

Kevin Payne (AEG): The success of the U.S. team at the World Cup, and the success of the TV ratings of the event, will produce incremental gains in credibility, exposure, etc. for our sport. It's important, however, that expectations of those gains be reasonable; this success will not translate immediately. The hard work continues.



Kevin Payne
AEG,
Soccer Managing
Director

David Messersmith (US Youth Soccer): The success of the U.S. team should spark some increase in the rate of registrations in youth soccer, particularly due to the performances of the young players on the U.S. team. These new "stars" may help in attracting audiences to MLS games for the near term. This was another good building block in the development of the game for this country.

Tony DiCicco (WUSA): MLS will get some credit it deserves. It's a better

league than it gets credit for and this World Cup along with the 2000 Olympics has proved that point. Finally, what Anson Dorrance did, what I was fortunate to accomplish and now what Bruce Arena did is prove that American coaches and the American system can create winning teams that play attractive soccer.

2 What is the most valuable piece of advice you can give a company or organization exploring opportunities in American soccer?

Joaquin Hidalgo (Nike): Any prospective group exploring opportunities in American soccer should understand that there are no quick or overnight success stories. It's also important for prospective groups to understand that it's always more important to do what's right for the game in the long term over what may be right for themselves in the short term. That will eventually be good for everyone involved in soccer.

Mark Noonan (MLS): Invest now. In a very developed sports economy soccer is one of the few sports left with a significant upside. Smart companies and/or their agents will recognize soccer's unique ability to deliver an attractive and diverse audience in a rapidly changing country. Importantly, these companies can make a real contribution in the further development of the sport at all levels and do so at a bargain relative to some of the more mature properties out there.

Paul Simonetti (Philips Electronics): Soccer fans are the most passionate and loyal in sports. Don't just feed them your marketing message. Prove to them that you are working to improve the soccer experience, and they will be receptive to your message.



Mike Moylan (Eurosport):

Recognize that soccer is a sport and not a demographic. You need to establish a clearly defined target that at its base is either participants (players and families) or fans. While soccer is often defined by the "soccer mom," it has become increasingly more diverse and cannot be wholly addressed with just one message.

John Stevenson (SICA/Puma): While obviously there is a significant business opportunity for a long list of companies as a result of its favorable demographics, generating profits from our sport is tough work. It requires a focus on grass roots with authentic campaigns that suit the targeted consumer.

Cherie Tucker (AYSO): Go where the kids are. The youth soccer market is the most stable group in the sport with participation numbers increasing on a regular basis. Channeling the enthusiasm and support of millions of families is the path to marketing success.



exposure and brand identity, such as MLS and its teams, with associated opportunities to activate that relationship with local soccer participants. Attempting to impact the grass-roots level of soccer without some higher level of identification to establish a context for the company's involvement will be a difficult task.

Jim Sheldon (NSCAA): The U.S. soccer market is so disjointed that it is important for any company exploring opportunities in that marketplace to focus on an organization that can deliver the goods, whether that be at the grass-roots level or the top.

Tony DiCicco (WUSA): Know the market. Often companies from abroad come into the American market with what works in Europe. When it doesn't work in the USA, they are confused and their business plan is in disarray. In America, we are unique because the Men's and Women's National Teams share in the growth of the game. The WUSA and MLS share in the growth of the game. If you miss that point, your company will miss a huge business opportunity.

Dan Flynn (U.S. Soccer): Consistency, continuity and commitment are critical in seeing a return investment in the sport of soccer, whether you are a sponsor or sport manufacturer or league investor. The past 15 years have seen unprecedented growth in our sport at the youth, amateur, professional and international levels. The organizations that recognize how to utilize the property and our product have the greatest chance for long term success.

Joe Elsmore (NIKE): Soccer is a great sport full of creative, exciting individual skill showcased within a tactical and intense team environment. Get involved, experience the passion, and communicate it to your core consumers.

Jim Hamilton (U.S. Soccer Foundation): The most valuable advice for anyone exploring opportunities in soccer is not to underestimate the diversity of soccer in the U.S.. Whatever the market is for a company's goods or services, soccer is well represented within their market. The second most valuable piece of advice would be not to be discouraged by the complexity of the administrative structure of soccer, and to be creative and persistent in working with that structure.

Francisco Marcos (USL): Do not get involved until you understand the politics

of the sport well enough, even at the risk at deciding that it is too fragmented to make the involvement worthwhile. Cross-reference everything that any segment of the soccer family tells you. We all think that we alone know everything about what ails and what is great about soccer in the USA.

Kevin Payne (AEG): Any company looking for opportunities in soccer in the U.S. should be looking at ways to integrate a program which includes top-line



David Messersmith
U.S. Youth Soccer
Chairperson



Tony DiCicco
WUSA,
Commissioner



John Stevenson
SICA/Puma



Joe Elsmore
NIKE, U.S. Soccer
Sports Marketing
Director

How Soccer Works — Untangling the Alphabet Soup

FIFA

Fédération Internationale de Football Association

President: Joseph S. Blatter
P.O. Box 85
8030 Zürich Switzerland
Telephone: 41-1/384 9595
www.FIFA.com

FIFA is the international governing body of soccer. Founded in 1904 by delegates from France, Belgium, Denmark, the Netherlands, Spain, Sweden and Switzerland, the organization now has 204 member nations divided into confederations representing five continents and the Oceania region. Highly structured with a rigorously enforced hierarchy, FIFA is arguably the most powerful sports organization in the world. FIFA's realm of authority includes the administration and marketing of all worldwide soccer competitions including the World Cup and the Women's World Cup. In addition, it governs soccer's involvement in the Olympics; professional players transferring from one nation to another; international travel of all teams from youth to professional; all soccer rule changes; and any other aspects of the international game. Only its member national federations and continental confederations may approach FIFA directly. This hierarchy does not allow individuals, teams or leagues to approach FIFA directly on any matters. They are required to come through the national federations.

CONCACAF

Confederation of North, Central American and Caribbean Association Football

President: Jack Warner
General Secretary: Chuck Blazer
725 Fifth Avenue, 17th Floor
New York, NY 10022
Telephone: (212) 308-0044
Fax: (212) 308-1851
www.CONCACAF.com

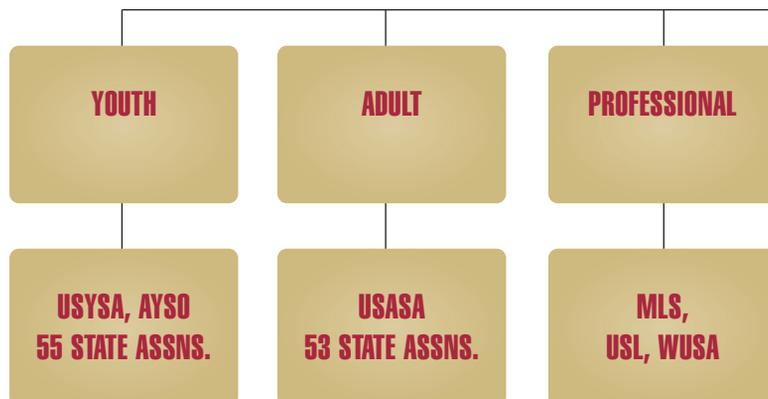
CONCACAF is the continental confederation in which the United States is included. The 38 member nations include Canada, Mexico, the Central American and Caribbean nations. Also known as The Football Confederation, CONCACAF represents the interests of its part of the world to FIFA, plus the organization and marketing of regional competitions and regional development of referees and coaches. Other confederations represent Asia, Africa, South America, Europe and the Oceania region.

U.S. Soccer

United States Soccer Federation

President: Dr. S. Robert Contiguglia
Secretary General: Dan Flynn
U.S. Soccer House
1801 S Prairie Avenue
Chicago, IL 60616
Telephone: (312) 808-1300
Fax: (312) 808-1301
www.ussoccer.com

U.S. Soccer is the national governing body of American soccer. To comply with the Amateur Sports Act, a reorganization took place in 1998. Features of the hierarchy include a youth, adult, athlete and professional council with representation of major national soccer organizations and the individual youth and adult state associations. Representation includes a number of independent organizations as affiliate, associate and national members. U.S. Soccer, which is directly linked to FIFA, has exclusive governing power over most domestic soccer matters. Programs under its umbrella include the administration and marketing of the U.S. national teams (men's, women's, Olympic [Under-23] and youth), U.S. coaching and refereeing development.





FIFA

CONCACAF

U.S. SOCCER

ATHLETES

AFFILIATE MEMBERS

ASSOCIATE MEMBERS

SAY, SITS, SY-L, USCS, USFF

AFSC, DAAA, NISOA, NSCAA, HOF, SICA, SO, USSF

YOUTH (National)

AYSO American Youth Soccer Organization

Executive Director: Cherie Tucker
www.soccer.org
 5403 W. 138th St.
 Hawthorne, CA 90250
 Telephone: (800) USA-AYSO
 Fax: (310) 643-5310

AYSO is an independent nationwide youth soccer organization whose motto is "everybody plays." Focused on broad-based recreational soccer, the organization was formed in 1964. It is a highly centralized organization with most program development, marketing and administration handled from its headquarters in Hawthorne, Calif. AYSO's professional staff develops its extensive education and participation programs, but it is an entirely volunteer organization beyond the headquarters. AYSO is a member of the Youth Council.

Soccer's Associate Members

The following organizations are other associate members of U.S. Soccer:

Armed Forces Sports Council (AFSC)

Dwarf Athletic Association of America (DAAA)

National Intercollegiate Soccer Officials Association (NISOA)

Special Olympics (SO)

Soccer Organizations continued on next page



U.S. Youth Soccer

United States Youth Soccer Association

Chairman: Dave Messersmith
Executive Director: Jim Cosgrove
 1717 Firman Dr., Suite 900
 Richardson, TX 75081
Telephone: (800) 4SOCCER
Fax: (972) 235-4480
www.usyouthsoccer.org

With over 3 million players, USYS is the largest youth soccer service organization in the nation, U.S. Youth Soccer develops and administers both recreational and competitive programs, including national championships in several age categories. USYS has programs for all levels of soccer skill, but gives special emphasis to competitive players, including the national Olympic Development Program and the Snickers/USYSA National Championships. The organization has a full-time office and staff in Richardson, Texas. Currently 55 state youth associations are directly affiliated with USYS. Each state association has great independence. They develop many of their own programs and control many of their marketing rights.

ADULT

USASA

United States Amateur Soccer Association

President: Michael Edwards
 7800 River Road
 North Bergen, NJ 07047
Telephone: (800) 867-2945
Fax: (201) 861-6341
www.usasa.com

The largest adult soccer service organization in the nation, the U.S. Amateur Soccer Association handles administration, program development and marketing for adult (over 18) soccer players. An

organization with very traditional soccer roots, the USASA is aggressively modernizing its structure to better serve its adult player constituency. Currently 53 state adult associations are directly affiliated with USASA.

AFFILIATES

An affiliate member of U.S. Soccer can register players and sanction teams, leagues and tournaments.

SAY

Soccer Association for Youth

4050 Executive Park Drive, Suite 1
 Cincinnati, OH 45241
Telephone: (800) 233-7291
Fax: (513) 769-0500
www.saysoccer.org

A smaller, largely regional youth soccer organization, SAY is another independent group located mainly in the Midwest. SAY is a national affiliate member of U.S. Soccer.

SITS

Soccer in the Streets

Chairperson: Phil Hill
 2323 Perimeter Park Drive NE
 Atlanta, GA 30341
Telephone: (770) 452-0505 x113
Fax: 770.452.1946
www.soccerstreets.org

Soccer In The Streets is an Atlanta-based nationwide non-profit organization that develops soccer, educational and life-skills programs for "at-risk" kids in urban communities. The organization was founded in 1989 with a system of local chapters that implemented basic soccer clinics for inner city kids. In the last two years, the organization has been reorganized and refocused with emphasis on re-purposing underused inner city tennis courts as fields for small-sided soccer games. Atlanta is serving as a model for the new direction.

Super Y-League

14497 N. Dale Mabry Hwy, Suite 201
 Tampa, FL 33618
Director, Operations & Development:
Matt Weib
Phone: 813-963-3909
Fax: 813-963-3807
www.superyleague.com

The Super Y-League (SYL) is a North American youth soccer league for elite level players. Founded in 1999 as the youth extension of the United Soccer Leagues (USL), the SYL launched with 16 teams in two major regions of the U.S. and expanded to 75 teams in five major regions in 2000. In the 2002 season there are over 330 teams. The scope of the league stretches from as far as Vancouver, B.C., to Miami, Fla., and from Boston, Mass., to Santa Rosa, Calif. In 2003 the SYL will expand the league to Texas, Southern California and the Rocky Mountain areas. The Super Y-League's objective is to develop players to the college, pro and national team levels.

U.S. Club Soccer

Chairman: Derek Armstrong
Executive Director: Bill Sage
 716 8th Avenue North
 Myrtle Beach, SC 29577
Phone: (843) 429-0006
Fax: (843) 626-4681
www.usclubsoccer.org

U.S. Club Soccer is a two-year-old organization that represents youth soccer clubs focused on elite player development. The organization launched with much fanfare as these highly competitive clubs have often formed the backbone of USYS's national championship. Teams are, however, allowed to be registered in both organizations. The club structure is often considered a defining element of the worldwide development of top professional soccer players. It nurtures a player from entry level (some as young as under

6) through the premier levels of U-17 and U-19. Commonly, clubs have both boys and girls teams in each age bracket. The desire for their own organization stems from the different needs these clubs may have than their more recreational counterparts. Similar to the Super Y-League, U.S. Club Soccer's objective is to develop players to the college, pro and national team levels.

U.S. Futsal Federation

United States Futsal Federation

President/CEO: Alex Para
PO Box 40077
Berkeley, CA 94704
Telephone: (510) 836-8733
Fax: (510) 527-8110
www.futsal.com

The USFF is the governing body for the futsal version of indoor soccer — played without sideboards. A FIFA Futsal World Championship is held quadrennially. Futsal is the official indoor soccer rules approved by FIFA.

ASSOCIATES

NSCAA

National Soccer Coaches Association of America

Executive Director: James Sheldon
6700 Squibb Road, Suite 215
Mission, KS 66202
Telephone: (800) 458-0678
Fax: (913) 362-3439
www.nscaa.com

The NSCAA, an independent national soccer coaches association with over 15,000 members, is the largest organization of its kind in the world. Its programs include coaching schools, clinics, educational literature and a large national convention. It is designed for coaches of all levels. However, its central focus has traditionally been on college and high school-age coaches. The

NSCAA has expanded its outreach to youth coaches by providing a coaching education component to organizations such as AYSO. The NSCAA is an associate member of U.S. Soccer, which also has its own coaching schools and programs.

National Soccer Hall of Fame

President & CEO: Will Lunn
Wright Soccer Campus
18 Stadium Circle
Oneonta, NY 13820
Telephone: (607)432-3351
Fax: (607)432-8429
www.soccerhall.org

The National Soccer Hall of Fame museum was founded in 1979 in the quaint upstate New York town of Oneonta. The Hall came to life in 1950 when a group of former professional and amateur players from the Philadelphia "Old-timers" Association took it on themselves to recognize the achievements of soccer in America. 220 members have been elected to the Hall of Fame for their outstanding contributions to American soccer, both on and off the field. The prestigious induction ceremonies are held each October at the Hall of Fame complex. The Hall of Fame manages the nation's soccer archive which, with over 80,000 items, comprises one of the largest collections of soccer artifacts and records in the world. The museum, located 20 minutes away from the Baseball Hall of Fame in Cooperstown, is a popular destination for soccer visitors. The National Soccer Hall of Fame opened the doors of its new 40,000-square-foot museum complex on Saturday, June 12, 1999.

SICA Soccer Industry Council of America

200 Castlewood Drive
North Palm Beach, FL 33408
Telephone: (561) 840-1165

Fax: (561) 863-8984
www.sgma.com

The Soccer Industry Council of America (SICA), a committee of the SGMA, is a national coalition of soccer apparel, footwear and equipment suppliers. It recently expanded its membership to also include tournaments, camps, publications, web sites and other soccer businesses as associate members. SICA is dedicated to furthering the growth of soccer in the USA, providing networking opportunities for soccer businesses and serving as an advocate for issues within the soccer business community. The Council works with other soccer organizations to promote public awareness and appreciation for the game.

U.S. Soccer Foundation

Jim Hamilton, Chairman
Herb Giobbi, Executive Director
1050 17th St. NW, Suite 210
Washington, DC 20036
Telephone: (202) 872-9277
Fax: (202) 872-6655
www.ussoccerfoundation.org

Created from the profits of the World Cup USA 1994™, the organization launched in 1995 with an initial endowment of \$55 million. The development arm of U.S. Soccer, the Foundation has a full time professional management team based in Washington, D.C. and an independent board of directors providing direction and oversight. Its support has crossed all organizational lines. Best known for its annual grants for community soccer field development and other grass roots programs, it has also provided seed loans or other assistance in the start up phase of Major League Soccer, the 1999 Women's World Cup, Project 40 and player development initiatives. Through contributions of sponsors, foundations and individuals, the Foundation is working to increase its ability to financially nurture the growth of soccer in America.



Professional Leagues



MLS

Major League Soccer
Commissioner: Don Garber
 110 E. 42nd St., 10th Floor
 New York, NY 10017
www.mlssnet.com
Phone: (212) 450-1200
Fax: (212) 450-1300

The nation's Division I professional league launched its seventh season in 2002 with 10 teams, after an offseason contraction that eliminated its two Florida organizations, Miami and Tampa Bay. However, it entered the season with a new television deal that not only brought increased exposure for the league on ABC and ESPN, but gave MLS investors control of the U.S. English-language television rights to the 2002 and 2006 World Cups. With the on-field performance and television ratings success of the 2002 FIFA World Cup, the league's strategy is looking very prescient.

With World Cup stars such as youngsters Landon Donovan and DaMarcus Beasley and veterans such as Brian McBride and Clint Mathis back on MLS playing fields, the league anticipates capitalizing on post-World Cup enthusiasm.

MLS has a single-entity ownership structure, which allows investors to own an interest in the league as a whole, as well as individual teams. This is different from traditional professional league structures, which are a confederation of independent franchise owners. It's been a controversial approach, but MLS's deep pockets investor/operators are committed to the structure. So committed, they are investing millions not only in the league itself, but in the building of new soccer-specific stadiums.

The league is divided into an Eastern and Western conference. The Western Conference is the Colorado Rapids, Dallas Burn, Kansas City Wizards, Los Angeles Galaxy, and San Jose Earthquakes. The Eastern Conference is the Chicago Fire, Columbus Crew, D.C. United, New England Revolution and the [New York/New Jersey] MetroStars.

WUSA

Women's United Soccer Association
Commissioner: Tony DiCicco
President/CEO: Lynn Morgan
 6205 Peachtree Dunwoody Road
 15th Floor
 Atlanta GA 30328
www.wusaleague.com
Phone: (678) 645-0800
Fax: (678) 645-1771

The eight-team WUSA was launched in the glow of a U.S.-hosted World Cup. The 1999 Women's World Cup was the most successful women's sporting event ever with major stadiums sold out across the nation. The USA won the Cup and its stars, such as Mia Hamm, Brandi Chastain and Julie Foudy form the talent and personality backbone of the new league.

The teams in the WUSA are: Atlanta Beat, Boston Breakers, Carolina Courage, New York Power, Philadelphia Charge, San Diego Spirit, San Jose CyberRays and Washington Freedom.

In its second season, WUSA is the most successful women's soccer league in the world. However, the reality is that only a handful of countries have the infrastructure, interest or gender equity to have pro leagues at all. This has allowed the new league to recruit from the small pool of top international female talent. Most of the world's top players are playing on WUSA rosters.

Like MLS, WUSA is a single entity league. Its investor operators were largely drawn from the cable television industry, including John Hendricks founder of the Discovery Channel.

USL

United Soccer Leagues
 14497 N. Dale Mabry Hwy, Suite 201
 Tampa, FL 33618
Commissioner: Francisco Marcos
Phone: (813) 963-3909
Fax: (813) 963-3807
www.usl.com

The United Soccer Leagues is comprised of four professional and amateur adult leagues, plus the youth Super Y-League (see page 12).

The A-League, the second division of the pyramid that has formed with Major League Soccer at its apex, consists of 18 professional teams. The league is divided geographically into four divisions (Pacific, Central, Northeast and Southeast) and two conferences (Eastern and Western).

Each A-League team has an affiliation with an MLS team, making it possible for players to go up and down between clubs during the season. And MLS has many A-League alumni on its rosters. The lower end of the outdoor pyramid contains the Division III Pro League (D3 Pro) and the amateur Premier Development League (PDL). The D3 has 18 teams and the amateur PDL has 47 teams.

Also falling under the USL umbrella is the W-League, a women's amateur league that includes 36 teams.

MISL

Major Indoor Soccer League
Commissioner: Steve Ryan
 1175 Post Rd. East
 Westport, CT 06880
www.misl.net
Phone: (203) 222-4900
Fax: (203) 221-7300

The MISL replaced the National Professional Soccer League (NPSL) in August 2001 as an eight-team single-entity professional indoor soccer league. The new MISL was founded in 1984 as the American Indoor Soccer Association, adopting the NPSL banner prior to the 1990-91 season.

The league's 2002-03 season will feature eight teams divided into two four-team conferences. The addition of the two new clubs in Dallas and San Diego gives the circuit a coast-to-coast footprint.

The MISL's Eastern conference consists of the Baltimore Blast, Cleveland Crunch, Harrisburg Heat and the defending MISL Champion Philadelphia Kixx. The Western Conference comprises the Dallas Sidekicks, Kansas City Comets, Milwaukee Wave and San Diego Sockers.



American Soccer by the Numbers — The Measure of Soccer's Success

The success of soccer in America can be measured in many ways, including international success, TV ratings, the millions of people playing the game, and the rise of both men's and women's professional soccer.

Dan Flynn (U.S. Soccer): Fifteen years ago the U.S. had not played in a World Cup in 40 years. We played games in front of 2,000 fans at small venues, we had no Division I pro leagues, no soccer stadiums, no major sponsor support, no games on TV, and our women's program was three years old. The list goes on. Now, not even 15 years later, our men have played in four straight World Cups, we've hosted two World Cups, our women have won two World Cups, we have Division I leagues for our men and women, we have a tiered developmental league in place to help develop players (in addition to programs like Nike Project-40 and our full-time U-17 Residency Program), we have a vigorous commitment from a number of strong sponsors, we have a soccer-specific stadium in Columbus and one being built in Los Angeles and others in the USL. We have seen positive gains in one of our biggest challenge areas — TV ratings (especially in regards to World Cup qualifying matches and World Cup games). The foundation is now in place for the game in this country to continue to grow."

Chuck Blazer (CONCACAF): The number of players rivals the populations of many countries and the growth in

spectators and viewers is testimony to a very bright future.

Paul Kennedy (Soccer America Magazine): One simple statistic: The USA-Germany game at the 2002 World Cup kicked off at 7:30 am ET, yet it was the highest-rated program on ESPN in the second quarter.

Dr. S. Robert Contiguglia (U.S. Soccer): U.S. Soccer has qualified for [almost] every FIFA final for the last [16 years]. In the past four years on the women's side, we won the gold medal in the Women's World Cup, the silver medal in the Olympics, the equivalent of the U-21 world championship and a gold medal in the Pan American Games. On the men's side, we earned fourth in the U-17 World Championship and the Olympics, and eighth in the World Cup out of a field of over 200; ahead of countries like France, Italy, Portugal, Holland and Argentina.

Joaquin Hidalgo (Nike): The millions of participants at the youth level make it one of this country's top played sports. At a professional level, U.S. Soccer, MLS and WUSA have done a very admirable job in establishing the sport in what is undoubtedly the world's most complex and competitive professional sports landscape.

Francisco Marcos (USL): The product on the field speaks for itself and the business side has never been stronger. The process of maturation at

2001 Sports Participation Selected Activities

Participants	Total (000)	Under 18 (000)	Under 12 (000)
1. Basketball	38,663	20,821	8,560
2. Running/Jogging	34,857	13,419	4,819
3. Roller Skating (In-Line Wheel)	26,022	17,921	10,162
4. Soccer	19,042	14,972	8,775
5. Softball (Slow-Pitch)	17,679	6,445	2,742
6. Football (Touch)	16,675	9,364	3,360
7. Scooter Riding	15,796	14,429	10,415
8. Volleyball (Court)	12,802	7,910	1,909
9. Skateboarding	12,459	10,663	5,660
10. Roller Skating (2x2 Wheels)	11,443	6,466	4,498
11. Baseball	11,405	8,119	4,731
12. Volleyball (Grass)	10,330	3,338	1,233

Source: 2001 SGMA Soccer Participation Report

the professional spectator level is just taking its normal course. Three or four generations of growth is needed. Otherwise, there are thousands of people living off the soccer business.

John Stevenson (SICA/Puma): All you have to do is go up and down suburbia and see the huge number of soccer complexes, go to a city or town on any weekend where a tournament is being held, be in a fast food restaurant on a Saturday during the Spring or Fall, to see that the sport is here for real. Huge numbers of kids are playing. Participation in over 18's is up. With an average crowd of over 15,000 per game, though maybe not where the purists would like it to be at this time, the pro game too from a pure business aspect is at a level of attainment that simply cannot be ignored.

Soccer by the Numbers continued on next page

Photo: Over 8,000 soccer fans gathered at the MLS Columbus Crew stadium for middle-of-the-night viewings of the U.S. performance in South Korea at the 2002 FIFA World Cup.

College Participation

NCAA Men's & Women's Soccer Varsity Teams

Year	Men's Soccer	Women's Soccer
2000-2001	710	824
1999-2000	715	811
1998-1999	717	790
1997-1998	686	721
1996-1997	681	690
1995-1996	676	619
1994-1995	641	506
1993-1994	609	445
1992-1993	591	387
1991-1992	581	348
1990-1991	569	318
1989-1990	547	294
1988-1989	543	270
1987-1988	546	259
1986-1987	548	230
1985-1986	550	201
1984-1985	544	165
1983-1984	533	133
1982-1983	523	103
1981-1982	521	77

Source: NCAA
Compiled by Soccer America Magazine

U.S. High School Soccer Participation

Year	Boys' Registration	Girls' Registration	Total Registration
2000-2001	332,750	292,086	624,836
1999-2000	330,044	270,273	608,317
1998-1999	321,416	257,586	579,002
1997-1998	309,484	246,687	556,171
1996-1997	296,587	226,636	523,223
1995-1996	283,728	209,287	493,015
1994-1995	272,810	191,350	464,160
1993-1994	255,538	166,173	421,711
1992-1993	242,095	149,053	391,148
1991-1992	236,082	135,302	371,384
1990-1991	228,380	121,722	350,102
1989-1990	220,777	111,711	332,488
1988-1989	218,973	108,387	327,360
1987-1988	208,935	103,173	312,108
1986-1987	203,984	93,034	297,018
1985-1986	196,028	85,173	281,201
1984-1985	180,281	75,944	256,225
1983-1984	173,423	69,374	242,797
1982-1983	162,504	57,921	220,425
1981-1982	161,167	51,869	213,036
1980-1981	149,376	41,119	190,495

Source: National Federation of State High School Association
Compiled by Soccer America Magazine

Cherie Tucker (AYSO): Look at the ever-increasing numbers in youth leagues and the energy generated by nearly 5 million registered youth players. Success at the turnstiles is not the only indication that a sport has made it. Professional soccer has had its ups and downs, but the World Cup strengthened this emerging sector of our sport. Critics cannot ignore the United States prowess against traditional soccer giants like Portugal, Germany and Mexico. The world has accepted the fact that United States soccer is a force

U.S. Adult Registration

(Adults 19 and over)

U.S. Amateur Soccer Association

2001-2002	250,000
2000-2001	215,000
1999-2000	215,000
1998-1999	210,000
1997-1998	209,000
1996-1997	208,000
1995-1996	204,000
1994-1995	175,046
1993-1994	160,912
1992-1993	154,636
1991-1992	143,234
1990-1991	134,680
1989-1990	122,250
1985-1986	103,735

Source: United States Amateur Soccer Association
Compiled by Soccer America Magazine

to be reckoned with. These critics will eventually have to eat their words.

Chris McGuire (adidas):

Participation is strong at the grassroots level and, for the first time ever there are two professional leagues in existence. The sport has made significant strides in the past decade and with the success of the 2002 World Cup team we have proven we can compete in the World's game.



Kevin Payne (AEG): Our sport is a huge part of the American landscape at the participant level, and, on an ever-increasing basis, at the consumer level. We have to define our own measures of success, and get away from responding to the [critics] of the world, who we will never convince anyway.

Joe Elsmore (NIKE): Soccer...is in the fabric of our society and in our youth culture of today. Stop trying to fight it, roll up your sleeves like everyone else who cares and do your part to support the growth of the game.

Jim Hamilton (U.S. Soccer Foundation): ... identify any sport that more Americans play and enjoy at a younger age, at an older age, with a wider range of physical impairment, or any number of other categories.

U.S. World Cup TV Ratings Success

The U.S.-Germany match on June 21 (7:30 am ET, 4:30 am on West Coast) on ESPN posted a 4.36 household rating and averaged 3,771,895 household impressions. It set the following records:

- ESPN's most viewed program EVER in second quarter
- ESPN's highest-rated and most viewed soccer game ever
- ESPN's highest rated program of the year among male 18-34 years old (5.32 rating)
- Cable's most-viewed morning (7 a.m.-1 p.m.) program EVER among male 18-34 years old (1,351,571 impressions)

Overall, despite the challenging middle of the night time slots, the live matches on ESPN and ESPN2 outrated the 1998 World Cup from France as well as the comparable 2001 ESPN time slot (i.e. any programming on ESPN during the second quarter that ran from 1:30 a.m.-9:30 a.m. EST) as follows:

- ESPN: +39% vs. 1998 FIFA World Cup
+237% vs. comparable 2001 time slot
- ESPN2: +52% vs. 1998 FIFA World Cup
+491% vs. comparable 2001 time slot

Paul Simonetti (Philips Electronics): Soccer may never rival baseball and football in the United States, but it will continue to grow, be more significant, and be a major sport.

Tony DiCicco (WUSA): America represents the biggest soccer market in the world. More money is spent on soccer equipment in this country than any other worldwide. Ten of thousands of people are employed in soccer or soccer related industries in America. The participant level just oozes success. It's the fastest growing (or on a short list) team sport among young boys and girls. IT IS NOT A FOREIGN SPORT to a generation of young players and their families that define their childhood with their soccer experiences. The critics are fewer and fewer especially after the success

U.S. Soccer Coaches

National Soccer Coaches Association of America Membership

2001	15,750
2000	15,250
1999	15,000
1998	14,700
1997	14,300
1996	14,800
1995	11,500
1990	7,400
1980	2,300
1970	1,100
1960	400
1954	200
1942	170
1941	10*

Source: NSCAA *founding members

U.S. Soccer Youth Registration

(under 19 years)

YEAR	AYSO	SAY	USYS	TOTAL
2001	656,457	112,000	3,115,966	3,884,423
2000	632,832	100,680	3,020,442	3,753,954
1999	625,579	87,715	2,968,932	3,682,226
1998	595,936	80,376	2,879,536	3,555,848
1997	591,934	77,010	2,751,915	3,391,842
1996	553,313	77,557	2,525,585	3,156,455
1995	525,000	73,196	2,385,630	2,983,826
1994	460,000	69,864	2,101,532	2,631,396
1993	411,000	76,956	1,946,390	2,434,346
1992	382,500	74,230	1,824,369	2,281,099
1991	365,700	75,809	1,714,980	2,156,489
1990	337,171	71,513	1,615,041	2,023,725
1989	310,471	67,572	1,484,588	1,862,631
1988	299,583	67,163	1,410,840	1,777,586
1987	283,255	61,940	1,300,868	1,646,063
1986	263,457	60,689	1,229,244	1,553,398
1985	256,474	63,937	1,210,408	1,530,819
1980	199,055	40,628	649,022	888,705

Compiled by Soccer America Magazine from data supplied by the American Youth Soccer Organization, Soccer Association for Youth (U.S. Soccer affiliates) and United States Youth Soccer (U.S. Soccer's Youth Division).

of the Women's World Cup in 1999, the Men's World Cup in 2002, Major League Soccer and the Women's United Soccer Association. My only advice to the critics is learn about soccer and you will learn to love it.

Soccer Overview

	1987 Benchmark	1993	1998	1999	2000	2001	1987-01 Change
Total Participants (6+ years)	15,388,000	16,365,000	18,176,000	17,582,000	17,734,000	19,042,000	+23.8%
Total Adult Participants (18+)	2,849,000	4,202,000	4,344,000	4,653,000	3,942,000	4,070,000	+42.9%
Frequent Participants (25+ days)	5,929,000	7,171,000	8,517,000	8,174,000	8,767,000	9,117,000	+53.8%
Core Participants (52+ days)	2,253,000	3,038,000	3,513,000	3,811,000	3,804,000	4,276,000	+89.8%
"Aficionados" (Soccer is a favorite sport)	3,002,000	3,281,000	4,259,000	3,817,000	4,465,000	4,981,000	+65.9%
Number of New Participants	3,920,000	3,592,000	4,157,000	3,768,000	3,669,000	3,664,000	-6.5%
Average Number of Days	30	35	35	40	39	40	+33.3%
Under 18 Participants	12,539,000	12,163,000	13,832,000	12,929,000	13,792,000	14,972,000	+19.4%
Under 12 Participants	6,439,000	6,916,000	7,867,000	7,881,000	8,580,000	8,775,000	+36.3%
Soccer Players Per 100 People	7.2	7.2	7.5	7.1	7.1	7.6	+5.6%
Total Participant Days (Millions)	464.6	572.8	630.6	699.4	675.7	744.0	+61.2%

Source: 2001 SGMA Soccer Participation Report

Major Events of 2002-2003

JAN
 NSCAA Convention
 • SGMA The Super Show®

FEB
 US Youth Soccer Workshop
 • USASA Workshop

MAR
 MLS Opener

APR
 WUSA Opener

MAY
 AYSO National General Meeting

JUN

JUL
 Snickers® US Youth Soccer National Championship
 • AYSO Nat'l Games
 • MLS All Star Game

AUG
 U.S. Soccer Annual General Meeting
 • WUSA Final

SEP
 FIFA 2003 Women's World Cup (Host: China)

OCT
 MLS Final

NOV

DEC
 NCAA Men's & Women's Division I Championship

Note: Dates subject to change



SGMA International, formerly the Sporting Goods Manufacturers Association, is the global business trade association of manufacturers and marketers of sports apparel, athletic footwear, licensed products, fitness, sporting goods equipment and related business/professional organizations. SGMA International advances members' interests through market research, communications, public policy, sports promotion, and international business development programs. In addition to providing a wide range of business services to members, SGMA is the source of reference for helping grow the market and drive participation in sport and fitness activities. SGMA was founded in 1906 in New York City by six athletic equipment makers that wanted to reduce injuries from football and other sports. Today it is located in North Palm Beach, Florida. SGMA International owns The Super Show®,

the world's largest sports products trade show.

How to order Soccer Research Report: The SGMA report on soccer participation in the year 2001 is one of the most current and detailed studies now available. The 59-page executive summary reveals overall soccer participation rates from 1987-2001, and much more. The study investigates facility usage and reveals a number of demographics on today's soccer player, such as gender mix, age breakdowns, household income profiles, geographic living patterns, cross-participation rates, and future trends analysis. The full report includes all detailed statistical charts and tables, cross-tabbed. This information is extracted from the Superstudy of Sports Participation (2002 edition), conducted for SGMA International by American Sports Data, Inc.

For more information on SGMA research studies, or to order the SGMA Soccer Participation Report, go to www.sgma.com or call 561-842-4100.

Publications & Services

The short-list of soccer-dedicated services, publications and web sites that serve the soccer market.

Lee & Associates Media Services

Marsha Butler, President
8506 East 61st Street Suite 118
Tulsa, OK 74133
Phone: (800) 364-0426
Fax: (918) 592-8200
www.leemedia.com

SGMA International

1150 17th Street, NW, Suite 407
Washington, DC 20036
Phone: (202) 775-1762
Fax: (202) 296-7462
www.sgma.com

Soccer America Magazine

Berling Communications Inc.
Lynn Berling-Manuel, Publisher & President
1235 Tenth Street
Berkeley, CA 94710
Phone: (510) 528-5000
Fax: (510) 528-5177
26 times per year
Launched 1971
www.socceramerica.com

Soccer Digest

Century Publishing Co.
Norman Jacobs, Publisher
990 Grove Street
Evanston, IL 60201-4370
Phone: (847) 491-6440
www.centurysports.net
6 times per year
Launched 1978

Soccer Journal

NSCAA
Tim Schum, Editor
East Gymnasium
Binghamton University
Binghamton, NY 13902-6000
Phone: (607) 777-2133
Fax: (607) 777-4597
8 times per year
Launched 1941
www.nscaa.com

Soccer Junior

Scholastic
Chris Yates, Publisher
557 Broadway
New York, NY 10012
Phone: (212) 343-6443
Fax: (212) 343-4808
6 times per year
Launched 1992

Soccer Now

AYSO
Lolly Keys, Editor-in-Chief
P.O. Box 5045
Hawthorne, CA 90251
Phone: (310) 643-6455
Fax: (310) 643-5310
4 times per year
Launched 1978
www.soccer.org

Student Athlete Magazine

Bob Collins, Publisher
PMB 133, 5030 Champion Blvd., G-6
Boca Raton, FL 33496
Phone: (561) 498-1546
Fax: (561) 498-2956
3-4 times per year
www.student-athlete.net

U.S. Soccer

President: Dr. S. Robert Contiguglia
Secretary General: Dan Flynn
U.S. Soccer House
1801 S Prairie Avenue
Chicago, IL 60616
Telephone: (312) 808-1300
Fax: (312) 808-1301
www.ussoccer.com

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1050 17th St. NW, Suite 210
Washington, DC 20036
Phone: (202) 872-9277
Fax: (202) 872-6655
www.ussoccerfoundation.org

U.S. Soccer Foundation Soccer Yellow Pages™

Berling Communications Inc.
Kristy Dack, Directory Projects Supervisor
1235 Tenth Street
Berkeley, CA 94710
Phone: (510) 559-2206
Fax: (510) 528-5177
Annual
Launched 1989
www.socceramerica.com

Varsity Communications

Kirk Tourtillotte, Vice President
13540 Lake City Way NE, Suite 3
Seattle, WA 98125
Phone: (206) 367-2420
Fax: (206) 363-9099
www.varsitycommunications.com

Editor's Note: All resources listed above have been operating for at least one year.



U.S. Soccer Foundation

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