

# Kenmore Soccer News

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Kenmore/Tonawanda, New York

August 2009

## *Kenmore Soccer Staff Receives Two Awards*

The annual Kenmore Soccer Club picnic at Sheridan Park on July 22nd saw two members of Kenmore Soccer receive recognition for their service to youth soccer players in our area.

Fred Sales was recognized with the Jack Hicks Award, given in recognition of exemplary volunteer service to our youth. Fred (and his wife) expended countless hours raising scholarship money, and transporting players to and from training and games several times each week.

Jamie Ruggiero was presented with the Roger Jank Award, given in recognition of service to youth soccer in the entire Buffalo area. Jamie not only served as the coach for the Under 13 Panthers and Under 18 Kodiaks this season, he also conducted goalkeeper training, and is the head Women's coach at Hilbert College.

Kenmore Soccer is proud of the volunteers who serve as coaches, managers, "taxi drivers", tournament coordinators, and the host of other work that goes on behind the scenes every day. Although Fred and Jamie were specifically recognized this year by the soccer community, our thanks to everyone for making Kenmore Soccer the best youth soccer organization in our community.

## *Coach Nick DeMarsh Achieves United States Soccer Federation "A" License*

Congratulations to Nick DeMarsh, coach of the Under 10 Boys Kenmore Lightning, on earning his "A" License from the United States Soccer Federation. This is the highest level license in the United States, and Nick becomes one of just 9 individuals in the western New York area to reach this level. Nick joins Jack Flatau and John Rojek in giving Kenmore Soccer three of the area coaches that possess an A license.



**Joining Kenmore Soccer  
for 2009-2010**

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# Tryout Process for 2009-2010 Teams

In conjunction with philosophies espoused by the United States Youth Soccer Association, the Kenmore Soccer Club will pilot a new "tryout" process for the 2009-2010 season.

Basically, we will NOT have traditional tryouts. Instead, we will be inviting potential new players to join training sessions. This will enable them to meet the coaching staff and current players, and everyone can determine if it is a "fit" for them. In some cases we will be forming new teams, and we will also align some players into their proper age groups for next year.

**Current players who intend to remain with Kenmore Soccer for 2009-2010 simply need to advise their coach, and complete and return the form below, along with a \$50 refundable deposit.** The remaining travel fee of \$75 will be due in November.

We have already had a number of new potential players contact us, and they have been invited to upcoming sessions for their applicable age group.

If you know anyone interested in joining Kenmore Soccer for the 2009-2010 season, please direct them to our web site where they can sign up at [www.kenmoresoccer.com/Registration.htm](http://www.kenmoresoccer.com/Registration.htm). Everyone who signs up will be contacted by a coach and invited to attend an informal training session at some point over the next 6 weeks.

In addition, our current players have been encouraged to invite their friends to sign up to attend a training session.

It is our hope that this new process will eliminate the pressure that can arise during a formal tryout, but also will allow new players and parents to meet the coaches, observe the training process, and make the best decision for their child.

=====  
Mail to Kenmore Soccer Club, 57 Greenleaf Avenue, Tonawanda, N.Y. 14150

I wish to remain with the Kenmore Soccer Club for the 2009-2010 season.

Player \_\_\_\_\_

Date of Birth \_\_\_\_\_

Note: A refundable deposit of \$50 should be enclosed, payable to "Kenmore Soccer Club", or you may remit the full \$125 travel fee for the 2009-2010 season at this time if you desire.

# Being Competitive

By Tim Nash

- Which is more important to you, making friends or becoming the best player you possibly can? That's a dilemma many girls face as they attempt to advance to the next level. However, it doesn't have to be an either/or choice. You can do both.
- "I remember growing up, I wanted to win, but not at all costs," says Carla Overbeck. "You had friends on the team, and you wanted everyone to like you. It was hard. It's part mentality and part process — Just knowing that it's okay if you beat this person because you are trying to make her better. When I got to college, I certainly wanted to win, but I didn't win a one-v-one my entire freshman year. I had to learn, and I learned from the other players around me. When you see someone going after it in practice, it's contagious. When you see someone busing their hump, you want to do it too."
- You can put a hard, clean tackle on your best friend and remain buddies. You can beat your teammate in a one-v-one drill and laugh about it later, and you can be beaten in a team-wide competition without ending up disliking your fellow players. This situation is a daily occurrence on the U.S. National Team, but at other levels, being popular often replaces being good.
- One of the best examples of friendly, yet fierce, competition is the Tisha Venturini vs. Angela Kelly wars at University of North Carolina practices. Angela Kelly, a four-year-teammate and roommate of Tisha at Carolina, played for the Canadian National Team in the 1995 World Cup. For UNC, Tisha played attacking midfielder; Angie played defensive midfielder. In practices, they were frequently matched up against each other, often to the horror of their coach, Anson Dorrance. They would hammer each other to the point where Dorrance would cringe at every thunderous tackle or violent mid-air collision. He just knew a season-ending injury could occur at any moment.
- "Lots of girls are afraid if they make a hard tackle they are going to make the other girl mad," says Tisha Venturini. "Or they're afraid if they score a goal, their teammates will get mad. But Ange and I are great friends. We went at each other hard, very hard. But with us, it was more about respect than anything else. We were going to work each other hard and not give the other one an easy way out. A lot of kids are ashamed of working their hardest, or afraid of winning. But we go out and try to make the other player work hard, and to do that, you have to give it your best. When we go against each other, we are like, 'I'm going to give you my best shot to help you out.'"
- There is no substitute for intensity. The most effective training environment is the one where players are going game-speed, tackling hard and trying to win every single competition with which they are faced. April Heinrichs, the former captain of the U.S. National Team and an All-American at the University of North Carolina, was the ultimate practice player. Whenever she stepped on the field, she was there to win. Even in what some would call meaningless situation, April was competing like a world championship was riding on it, because in her mind, it was.
- Along the way, she angered some of her teammates with her aggressiveness in practice. "Why is she playing so hard?" they thought, "It's just a practice." But April's play soon became the standard upon which the U.S. National Team was founded. "April refused to sacrifice her own level of excellence just to be popular and wonderfully mediocre," says her former coach, Anson Dorrance. "I admired her tremendously for that. She became the standard that we tried to live by."
- You probably all know players like April, players who seem to give it their all and play all-out in seemingly meaningless situations. When you talk to your friends about these players, you usually say, "... but off the field, she's really nice." It boils down to setting standards for yourself and living by them.
- "I think players have to be mature enough to understand that on the field it's okay to be a different person," says Cindy Parlow, who went to college as a 17-year-old. "It's okay to go in hard for a tackle, knock someone down and not help them back up. They have to realize that it's nothing personal. But off the field, you have to come back together again, be friends and forget about that tackle ... and maybe even joke about it. That's just the level of maturity that you have to have."
- It is not an easy process to begin, but once you establish your standards, it becomes easier, and eventually second-nature. "I found it hard, especially when I came to Carolina," says Cindy. "I didn't know many of the players, so my first thought was to prove myself on the field, then people would respect me. I was very, very shy. I still am, and I didn't talk much. When I came to school, I think people might have taken my shyness as stand-offish or arrogant."
- Laurie Schwoy had to prove herself almost immediately when she arrived at UNC. Much in the same way April Heinrichs did, Laurie established herself as someone who would not back down. "I was having a heading duel with a senior, and she said she won, but she really didn't," says Laurie. "So we had some controversy."
- The easy thing for Laurie to do would have been to bow to the senior's popularity and sink back into the group of intimidated freshmen. She chose another way. "Anson asked me if she won, and I said 'No,'" remembers Laurie. "So we had another duel, and the whole team was chanting her name because she was the senior and I was the newcomer. It was scary, and I was nervous because they all wanted me to lose. They weren't pulling for me. But you just have to go for it, be bold and show your personality."
- Laurie won the duel.

## Kenmore Kodiaks Move Up to #3 Ranked Team in New York West Area

Just when they had reached a level never before achieved by a team from our community, the Kenmore Kodiaks raised the bar. Their performance at the National Soccer Hall of Fame tournament in late July raised their ranking from #5 to #3.

What a great way to end the season, and a great accomplishment. Congratulations to the entire team—players, coaches, and parents!

### Why Does the Coach Keep Moving the Players Into Different Positions???

“Come on....we are halfway through the season and the coach still doesn't know where to play the kids?”.....“Why is my child playing defense....they're a forward, everyone knows that.”

These comments reverberate up and down the sideline, but are most commonly heard when the team is losing a match. It is consistent with the “win, win, win” mindset found in American sports. In truth, the coach is probably focusing on “player development”, and winning a match should be a secondary consideration in younger age groups.

The reality is that until a player fully develops all of their soccer skills, no one knows what their “best” position may be. And until that times arrives.....they are a “soccer player” - not a forward, defender, midfielder, or goalie. They need to learn to play every position on the field. That includes forward, defender, midfielder, left side, right side, center; and even how to handle being on the bench or not being a starter.

The Under 10 player who can outrun everyone and therefore score goals at will, may be the slowest player on the field by the time they are 14. If they have not learned the skills needed to play every position, they may find themselves primarily on the bench at that age.

Good coaches will always move younger players into different roles in training sessions, and often will do so in match play. In the end, this allows the player to develop their skills and gain a better understanding of the game.

The key thing for parents is to understand why this happens, and reinforce the value. Players need to understand why the coach is doing this, but parents need to ensure they are not undermining that rationale by suggesting the coach doesn't know the best position for their child.

## Kenmore Soccer Club Goals

- To be the best club in our community
- To recruit and retain the finest youth soccer coaches in Western New York
- To continually evaluate and revise our coaching curriculum to insure that all of our players are participating in practice sessions that are challenging, interesting, and fun
- To encourage our players to develop healthy and responsible goals of their own

The Kenmore Soccer Club belongs to all of us, and we encourage you to bring your contributions and expertise to the club. If you have any suggestions or concerns, please speak to your child's coach or contact us directly at your convenience.

## *Kenmore Soccer Coach Leads Local Team to Costa Rica*

Best wishes to John Rojek as he leads a team of local soccer players to Costa Rica for a series of friendly matches and community service projects. Also, out thanks to everyone who donated toiletries and games for the children they will work with in a refugee camp and an orphanage.

The September newsletter will include stories and pictures from the trip—stay tuned!!!



## *Kenmore Soccer On-Line Store*

As we move into the 2009-2010 season, remember that the on-line Kenmore Soccer store has numerous items that can be purchased to show your support for your son or daughter. Jackets, polo shirts, t-shirts, hats, fleeces, and logoed blankets are just some of the items available.

You can charge your purchase, and it will be shipped to the address of your choice via UPS. The link to the on-line store is on the landing page of the Club web site, or can be directly accessed at [Kenmore Soccer Store](#).

*Studies Show that Keeping Girls Involved in Sports is More Important  
Than What Happens on the Field of Play  
Drawing Up a Game Plan for Life— The Numbers Add Up  
by Jenny Dial, Houston Chronicle*

Several health risks are common for women, but recent studies show that women involved in daily exercise or athletics during their teenage years can lower those risks significantly.

- Obesity — what the experts say: Regular exercise during childhood and teenage years can cut the risk of being obese or overweight by 66 percent.
- Heart Disease — what the experts say: Regular exercise lowers blood sugars and fats that travel in the bloodstream.
- Breast Cancer – what the experts say: Four or more hours of exercise per week can reduce the risk of cancer by up to 60 percent.
- Osteoporosis — what the experts say: Regular exercise during teenage years builds bone density and can prevent this disease.
- Depression — what the experts say: Female non-athletes in high school are 66 percent more likely to report suicidal behavior.

Susan Brewer has been coaching volleyball for 32 years at Bellville High School, and in all that time, she has never missed a Texas Girls Coaching Association Coaching Clinic. Brewer has been a speaker and an All-Star coach and has served as a chairperson for the organization, and she says she does it all to keep girls athletics going. Like many coaches of female athletics, Brewer has seen first-hand how much athletics benefit young women.

"Sports really do make a big difference in their lives," she said. "They are better leaders, healthier through their lives, and they are the ones we see that are our achievers."

According to the Women's Sports Foundation Report "Her Life Depends On It: Sport, Physical Activity and the Health and Well-Being of American Girls," playing high school sports has lasting effects on young women.

The report combines information from national studies over the last 10 years and presents findings on several health-related topics. From obesity to heart disease to depression, the report shows how females who play high school athletics compare to those who don't, and the findings almost always show benefits. Those advantages have coaches talking about how important it is to keep teenage girls involved in athletics.

"You hear about different sports programs getting cut across the country and if that keeps happening, we are going to see a spiking increase in depression, drug use, teen pregnancy," Fort Bend Marshall basketball coach Diamond Jackson said. "Sports really do matter to these kids, and they make a big difference."

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The results of several nationwide studies show major benefits concerning physical health. For example, heart disease is currently the No. 1 cause of death among American women. Research findings show that daily exercise can benefit women's heart health by lowering blood sugars and fats that travel in the bloodstream.

Another major health risk for females is breast cancer. One of every three cancers diagnosed among American women is breast cancer. Studies now show that four or more hours of exercise per week for women ages 13-40 can reduce the risk of breast cancer by nearly 60 percent.

The fears of breast cancer lead directly into another major health issue: obesity. As of 2006, one out of every six females was considered obese or overweight. Obese women are 60 percent more likely to die from breast cancer.

"Sports encourage working out and healthy eating habits directly," Jackson said. "You look at all the health concerns that come with being overweight, and there are so many. Most girls playing sports are at a healthy weight and carry those healthy eating and exercise habits with them after high school."

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Sports can benefit females in other ways as well. According to the report released by the Women's Sports Foundation, female high school athletes have lower odds of teen pregnancy than their non-athlete peers. Females who are non-athletes in high school are 66 percent more likely to report suicidal behavior.

Research over the last several years has turned up just two red flags with female athletes. They are more likely to engage in drinking alcohol than non-athletes. Also, the highest prevalence of eating disorders is found among white female athletes in aesthetic sports like figure skating or gymnastics.

"I think overall, sports really do have so many more advantages than disadvantages," Cy-Fair volleyball coach Donna Benotti said.

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Jackson notices how her players and the athletes in the school lean on each other and hang out with each other off the court. That camaraderie, she said, "is something you can't get anywhere else."

"These girls don't feel left out when they are part of a team, and that leads them to think positively, have that support system," Jackson said. "To me, that is one of the best things about coaching, to help contribute to these girls who see their team as a family and a place to belong."

Brewer, who stays in touch with several of her former players, says that she continues to see how sports have affected young women from her school. She said that they have stayed healthy and active and have achieved success long after high school.

"So many of my players have turned out to be wonderful at their jobs, in the community, great mothers," she said. "It is really a great thing to watch how these girls who were young athletes have turned out to be strong and amazing women."

## *In Youth Sports, Keep It Safe*

from the Louisville Courier-Journal

A disturbing trend harming the health and safety of children who play organized sports serves as an important warning to parents and coaches.

According to data reported by the National Center for Sports Safety, 3.5 million children under the age of 15 are injured each year in youth sports leagues. Kids play sports. Kids get hurt. What is troubling, however, is that half of these injuries are caused by "overuse," when kids practice too much, play too much and - worse - are told by the adults in charge to keep playing despite pain, injury or discomfort.

One of those adults is Mark Hyman, a reporter who covers the business of sports for Business Week and author of the new book "Until it Hurts: America's Obsession with Youth Sports and How it Hurts Our Kids". While volunteering as a little league coach, Hyman told his son to keep pitching despite a painful elbow. The boy ended up needing radical surgery that repairs the worst injuries among professional athletes.

Hyman then investigated injuries in youth sports and found, "There are injuries that are endemic to sports, they're incidental to sports, and we're never going to eliminate them. But 50 percent of youth sports injuries are overuse injuries. They're the result of doing the same thing over and over again. And all of them are avoidable. And they're very serious injuries like bones being pulled apart, stress fractures and ruptured ligaments."

Organized sports certainly can have a positive impact on kids. According to the Institute for the Study of Youth Sports, athletics help young people learn and improve physical motor skills, teach an appreciation for fitness and provide a sense of belonging as a child plays alongside teammates.

Which are the reasons kids cite for playing organized sports. A survey of 8,000 young athletes, reported by the institute, found that the top reasons for participating are: to have fun; to do something I am good at; to stay in shape; to learn new (or improve my) skills; and to play as part of a team.

Playing to win ranked eighth on the list.

When children no longer want to play sports, Hyman discovered, "the answers are that sports are too competitive. 'I don't like being yelled at by the parents and the coaches.' We're not meeting their needs. The sports aren't about them as much as what we (as adults) want out of sports for kids. The toughest part is attitudinal. As parents, are we viewing sports as some sort of career path or stepping stone for our kids? When we do that, I think we're very vulnerable to putting them into potentially dangerous situations. If we view sports as just a healthy, fun activity for them, with no particular agenda beyond that, that's when I think we make the best decisions for our kids."

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As a preventative antidote, the National Center for Sports Safety recommends that parents be proactive about safety issues. Parents should inquire about the first-aid training received by their child's coach, check to ensure that fields and equipment are safe and ask about the league's safety policy during inclement weather.

Most importantly, parents must guard against overuse injuries. The American Academy of Pediatrics advises that young athletes should participate in organized sports activities no more than five days per week. Kids also should have two to three months each year without organized sports in order to allow injuries to heal and minds and emotions to refresh.

And, of course, if a young athlete complains of pain or discomfort, do not force the child to keep playing. Rest and maybe even medical attention are in order.

This applies to practice as well as games. In fact, nearly two-thirds of youth sports injuries occur during practice.

The academy states, "The ultimate goal of youth participation in sports should be to promote lifelong physical activity, recreation and skills of healthy competition that can be used in all facets of future endeavors."

So put them in, Coach. They're ready to play, today. And we can keep them safer, eliminating as many as half of their injuries, simply by, as Mark Hyman advises, "exercising a little bit more restraint."

### *Best Wishes to the Wilber Family*

The Kenmore Soccer family bids a fond farewell to the Wilber family, and best wishes in their new permanent home in Florida. Rick served as Team Manager for the Under 18 Kenmore Kodiaks for the past two years, doing so remotely from Florida where he was employed at the University of South Florida. Now that Samantha has graduated from High School, Rick's long commutes are over and the entire family can be together in St. Petersburg.

Our thanks to Rick for his extraordinary service to the Club and the girls on the Kodiaks' team. Best wishes for the future—and send us a little warm weather this winter!

## *Kids Need to Learn How to Fail on Their Own*

from the Chattanooga Times Free Press

Over the years, I've written about lessons I've learned through youth sports, both in coaching them and through my own kids' participation in them.

For a lot of people, heavy emphasis is placed on the value of winning and everything that goes into it. Things like "hard work pays off" and "doing things right is the key," and those are both true.

One thing that has become more and more clear to me in recent years is that a lot of us parents are afraid to let our kids fail on their own. I heard of a teacher a couple of years ago who told a parent who was constantly fighting battles for her daughter that she needed to let her child fail. The parent completely misunderstood the concept.

We all learn from mistakes, at least we should, so when we make excuses or try to fix things for our kids, it seems to me we are robbing them of that opportunity to learn.

When a kid forgets his homework, or leaves his ball glove under his bed or her cleats in mommy's car, if you rush home to get it, what is the lesson the kid just learned?

Dad will fix it.

When I was in grade school, the rule for Physical Education was if you forgot your shorts, you went in your tighty-whites. It's harsh, and would probably get someone arrested today, but I promise you, calling Mom was not an option, so you only forgot once.

For some reason, many parents today feel compelled to serve as a lobbyist, excuse-maker and fixer.

I can't tell you how many times I've heard parents explain to a teacher or coach why junior failed his test or dropped the ball. I had one mom tell me years ago that her son had a hard time paying attention in practice, and that the solution was that he should start every game "to keep him interested."

I've heard others try to explain that their child was sick or tired during practice, or only happy when playing a certain position, and that the coach was ruining the kid's love of the game by not batting him cleanup, or letting him be a running back in football or a forward in soccer.

I know why we parents want to go to bat for our kids, so to speak. What I can't figure out is why a coach or teacher should care what mom or dad has to say.

Junior needs to learn to speak to the teacher or coach himself, and he needs to learn how to deal with being told the truth. Sure it hurts, but not nearly as much as letting someone else fight his battles.

## Quiet! Kids are Playing;

### 'Silent Sidelines' at Sports Events are an Idea Whose Time has Come

by Alison Korn, the Toronto Sun

Silence is golden on the sidelines. Now that my kids are playing organized soccer, it has become necessary to be a good sports parent. I've decided this means shutting up on the sidelines -- no shouting instructions of any sort.

The first time I heard of this concept was about 10 years ago when I was training with Olympic rowing coach Al Morrow. It was one of the many life lessons he liked to lecture us on, and, at the time, it probably went in one ear and out the other for me. A father of four active kids, Morrow keeps quiet when watching their sports.

"I'll often sit by myself and enjoy the game for what it is," Morrow said. "A lot of parents will defend (their commentary) on a whole lot of levels. They'll say: 'The refing is bad, the coaching is bad, the coach should have intervened.' There are all kinds of rationales. "As a coach, I know it doesn't help. It interferes with the flow of the game and the coach's role to be an instructor." With his approach, Morrow was ahead of his time.

Now it seems "silent sidelines" is an idea whose time has come. Locally, both Haldimand Youth Soccer and the Barrie Soccer Club designated "quiet" weeks last month to encourage parents and spectators to shut their traps during games. The goals of Haldimand's Silent Sidelines Week are to develop players to make decisions on the field without sideline intervention, improve the players' communication on the field by reducing the outside noise level, and to support youth referees by eliminating dissension from the sidelines. Basically, giving the game back to the kids.

"I thought it was very well received by the parents and spectators, and most importantly, the kids gave some positive feedback," said vice-president Dave Elgin, after the club's first such week, June 14-21.

The Barrie Soccer Club's quiet week was June 22 -26. This is the club's fourth year running with the concept, and it gets a mixed reaction, according to club manager Rick Morandini. Coaches of all house league teams from under-8 to under-14 boys and girls are asked to clam up for the week, along with parents and spectators. "Some coaches like the idea, other coaches struggle with it because they feel like they have to keep giving instruction," Morandini said. "It's not so much about negativity that comes from people, it's more about the mixed bag of information that the kids get. "There's a coach on one side saying several things and people on the other side saying different things, so we use this to bring attention to that."

At first, the quiet on the field is a little eerie. The kids aren't used to playing in silence. Within a few minutes, though, they start making tactical calls to each other -- actual useful stuff beyond the "Kick it! Kick it! Kick it!" they often hear from parents. The Barrie Soccer Club even scored a local sponsor, Lowe's, and named it the "Shhhhhh! The Kids Are Playing" week. There were "Shhh!" stickers for those on the sidelines to wear.

Yes, it can be tough to say nothing, but the approach truly works. Consider the time Morrow remembers trying to encourage his son Gregory, then eight. The kid was playing a soccer game and seemed to have no energy after a sleepover the night before, plus it was hot, so he was pooped. "He ran right by me and I said: 'Gregory, run!' and it was about the only thing I said the whole game," Morrow recalled. "I just wanted to spur him on. "In the car on the ride home he said: 'You know what papa, it really doesn't help me when you tell me to run.' And that was a good lesson I learned that day."

Submissions Anyone ????????????

We want this to be your newsletter. We also want you to be a part of the Club web site. So, we are looking for your ongoing input—articles, pictures, match highlights, team and player recognition, etc. Each team should consider having a designee that can channel information to the Club for inclusion in the newsletter or web site.

Send your submissions to us at [doc@kenmoresoccer.com](mailto:doc@kenmoresoccer.com). Pictures are welcome, but should be in a jpg or gif format.



2375 Elmwood Avenue  
in Kenmore

Pizza Hut Key Tags

Once again this year, Pizza Hut is helping sponsor our teams. We have Pizza Hut key tags, which provide a discount on purchase by all Kenmore Soccer and KidsPlay parents.

If you have not received a key tag and would like one, please e-mail us at [doc@kenmoresoccer.com](mailto:doc@kenmoresoccer.com).



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Brighton Road  
at  
Colvin Blvd

### Fund Raising

The Kenmore Soccer Club is registered with the New York State Attorney General to conduct fund-raising, as is required by law, but each activity needs to be approved by our Board of Directors.

If your team wants to conduct any fund-raising, just e-mail us at [doc@kenmoresoccer.com](mailto:doc@kenmoresoccer.com) with the details of what you propose, and the eventual use of the funds raised. We will get back to you promptly.

### Contacting Us

Web Site — [www.kenmoresoccer.com](http://www.kenmoresoccer.com)

E-Mail — [doc@kenmoresoccer.com](mailto:doc@kenmoresoccer.com)

Telephone — 716-837-1627

Mail — 57 Greenleaf Avenue, Tonawanda, New York 14150

*Our thanks to M.J. Peterson for helping sponsor our teams*

