



BOX TO BOX

Altoona Soccer Club Newsletter



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ASC PUTS THE FUN IN FUNDRAISING

ASC has had a great year of family events and fundraising efforts--and all for a great cause, our club and our players...

WE LOVE TO WATCH YOU PLAY!

There's nothing we love more than watching our kids learn and play soccer! Here are some pics from teams and tournaments throughout the spring season

GAME CHANGING TECHNOLOGY

The Iowa Soccer Association announces a multi-year technology partnership with Blue Star Sports...

REGISTRATION NOW OPEN

Registration is **NOW OPEN** for the Recreational and Academy programs.

Select try outs are **COMING SOON** on June 4th-14th. **REGISTER NOW!**

ASC also has summer camp and training opportunities available, please see the ASC website for more details!

From first-timers to experienced players, the Altoona Soccer Club provides kids in and around Altoona the chance to learn, play and enjoy the game of soccer. We offer various programs to cater to all age groups and skill levels in an effort to foster a love of the game of soccer and be competitive at all levels of play. Our players range in age from 4 & 5 years old to high school players, and include players who are serious about improving their skills for next level play, as well as players who play for the pure enjoyment of soccer. Regardless of age and skill, the Altoona Soccer Club focuses on providing an enjoyable and competitive environment to help spread the growth of soccer in Iowa.





ASC PUTS THE "FUN" IN FUNDRAISING

Altoona Soccer Club has had a great year of family events and fundraising efforts--and all for a great cause, our club and players! Thank You!

In January, ASC parents and friends gathered teams together to go head-to-head in a battle of the brains at Fireside Grille in Altoona with our second "ASC Trivia Night". Also included in the fun was a silent auction and a lipsync contest. All good time was had by all, and the the group raised \$3,000.00 for the Altoona Soccer Club.

On May 15th, ASC players and families showed up big at Over the Top in Pleasant Hill for the club's first ASC Night at ice-cream shop. A total of 48 players and their families joined us! The ASC Select U-12 Girls Strikers had a the highest percentage of players attending the event and won popsicles for their following practice. All together, the ice-cream event raised almost \$200 for ASC. Thank your for attending!

The next ASC Family Event will be on Thursday, May 31, from 3pm-8pm, at Menchies in Altoona. ASC players are encouraged to stop in and support their club by enjoying family time and frozen yogurt. ASC is also working on planning familiy movie nights at the complex over the summer, as well as other fun club events for players and families. More information to come!

Thanks to our membership, the money raised from these events has allowed Altoona Soccer Club to establish a scholarship fund for local youth to be able to play soccer at ASC at all levels. More information about this can be found on the website. Along with the ASC Scholarship Fund, the club is also currently in the process of fundraising for aluminum benches for players on the fields. Future fundraising efforts will go towards adding back stop netting behind goals around the complex.

If your family or business is interested in partnering with Altoona Soccer Club, and our fundraising team, to improve the club and provide greater opportunities to our players and youth sports in our community, please contact JW Scott, ASC Public Relations, at aysa.publicrelations@altoonasoccer.net

ASC NIGHT AT OVER THE TOP



The ASC U-12 Select Girls Strikers ★

★ Heidi, Jadyn, Jackson, and Jace O'Brien ★



★ Rachel, Payton & Drew Knichel ★

★ Adam & Rylan Sanders ★



great game!

WE LOVE TO WATCH YOU PLAY!



nice move!



four times!



well done!



Send us your favorite game-day or tournament pics and your player may end up in our next newsletter! Photos may be sent to: aysa.president@altonasoccer.net

IOWA SOCCER AND BLUE STAR SPORTS ANNOUNCE GAME-CHANGING TECHNOLOGY PARTNERSHIP

Leading Sports Technology Provider Named Association Management Partner of Iowa Soccer

Taken directly from the Iowa Soccer Association Website: The Iowa Soccer Association announces a multi-year technology partnership with Blue Star Sports, the largest and fastest-growing global provider of sports technology. The game-changing association management platform, known as U.S. Soccer Connect, is a technology and data-driven solution that will improve operations, engagement, connectivity and communications with Iowa Soccer's affiliate clubs and their leaders, will have an overall positive impact on participants' "Iowa Soccer experience" and ultimately help to grow the game.

Iowa Soccer will provide its members with a convenient and seamless experience from player registration to participation in Iowa Soccer programming through the new State Association integrated platform developed by Blue Star Sports. The platform ensures Iowa Soccer's alignment with U.S. Soccer and connects the state association, clubs, administrators, players, coaches, referees and parents with each other.

The partnership with Blue Star Sports brings a comprehensive and unmatched suite of products to the Iowa Soccer community and includes dynamic websites, streamlined online registration and entry, payments, event, team and roster management, scheduling, communications, video analysis and back office management. As part of the partnership with Iowa Soccer, many of the same features are available in the club-level platform should clubs choose to use it, and will be free or at a reduced rate.

"Our goal at Blue Star Sports is to revolutionize youth sports and build technology solutions that were never thought possible just a few years ago in partnership with leading youth sports organizations," said Matt Moran, Executive Vice President of Blue Star Sports. "The alliance with Iowa Soccer to provide U.S. Soccer Connect to its membership is a dynamic example of what can happen when two leaders come together to change the game."

"We are excited to partner with a technology company that has the vision and capacity to help us grow the game," said Iowa Soccer Executive Director Harold Kahler. "An important feature is that this platform introduces a comprehensive and yet straightforward experience for our clubs' administrators and participants alike. Particularly given that 85% of our membership identifies as recreational participants and is also largely driven by volunteers, we are eager to make it as easy as possible to be involved soccer and thrilled that there is a comprehensive technology that now exists to support the sport."

What does this mean for ASC?

Altoona Soccer Club is a member of Iowa Soccer Association, and within the next year we will be working towards updating our website and transitioning our registration system over to Bluestar. ASC is also currently under contract for the next year with Active League One, and will be using League One for registration & payment collection only. During this transitional period, players will need to be registered on the Bluestar Altoona Soccer Club Iowa Soccer link as well altoonasc.iowasoccerlive.org, in order to collect player's information for our registration process with Iowa Soccer.

While this is a big change, and will take some time to make sure we get all our content moved over, ASC is excited about this partnership as it means greater opportunities for our players and our club going forward. We appreciate your help and understanding with this process.

Here is a link to Iowa Soccer website for more details about US Soccer Connect with Blue Star Sports:

http://www.iowasoccer.org/iowa_soccer_and_blue_star_sports_announce_game-changing_technology_partnership/

ASC Registration/Payment link: www.altoonasoccer.net

(If your child is trying out for select and accepts a bid this new registration process will be done at that time.)

DEVELOP. TRAIN. COMPETE.