

TEAM EVANSTON SOCCER CLUB



Dear Parents and Players of Team Evanston,

I hope this finds each of you well. I am honored to have started this week as the club's Executive Director. I appreciate the warm welcome I have received thus far, and I am looking forward to working with each of you as we enter the fall season.

As a short introduction, I am a father, husband, soccer coach, and organization developer. I am arriving at Evanston Soccer Association from our sister club, Chicago Fire Juniors West in Plainfield, but I have also coached abroad, including at the renowned Right to Dream Academy in Ghana and with Arsenal Soccer Schools in the Middle East. In leadership roles, I have run an academy program, been a director of operations, as well as an assistant Director of Coaching. I have also worked directly with players as an academy coach, club coach, high school coach, and youth program coach. I understand that player development must consider the whole player and that coaching the individual guided by a set of common values is as important as coaching the technical and tactical decisions of the player.

Three important factors behind my acceptance of this role were: **1** the club's dedication to its values, **2** its highly reputable coaching staff, and **3** that it serves diverse communities. In each team I have coached, club I have led, or organization I have started, the foundation of core values in our decision making has been essential to our success. As a well-established club with a long history relative to its neighbors, ESA has been consistent in serving the greater Evanston area with exceptional coaching and strong values. This will remain at the core of our programming as we continue to evolve as a professional club with a community feel.

We hope that your experience this coming season and beyond will positively challenge your player to overcome adversity, build confidence, further develop technical skill, and fine-tune their decision-making ability. I am confident that our Directors and coaching staff will be able to teach and guide your children as role models, and will positively impact them so they continue to develop into outstanding players and exceptional young people.

The best way to reach me is at ryan@teamevanston.org. I do ask, however, that any issues relating to the management of your player are first raised to that team's coach and then the appropriate Director for that team. I will be working closely with the Directors to further our values to become the North Shore's preferred destination for competitive youth soccer.

I look forward to seeing each of you during the fall season.

Best regards,
Ryan