



**strathroy-caradoc minor soccer association
p.o. box 147, strathroy, ontario n7g 3j1**

19 April 2011

Dear Coach,

Coaching children is a very rewarding experience, and coaching your own child's team can be one of the most rewarding experiences of all!! A coach can be the most influential person in a child's life and are pivotal to having children get the SMSA experience. In the SMSA, "Positive Coaching" is a fundamental philosophy because of the crucial role that a coach has. Coaching in the SMSA is a chance to spend quality time with your own child but you'll also provide an important role model for all the children on your team. In fact, the joy of coaching is so meaningful, that many SMSA coaches continue coaching long after their own children have moved on from the SMSA!

Do you have little or no experience with soccer? No problem! Being a coach involves skills you probably already have in addition to specific soccer knowledge. Soccer knowledge is a plus, but the SMSA will provide training and materials so that even a soccer novice can coach effectively.

Coaches are essential to the game. They teach children soccer skills and help develop a healthy, positive attitude, teamwork and good sportsmanship. Coaching is a rewarding experience because you have the opportunity to build a child's self-esteem, help them learn new skills and just have a lot of fun.

The SMSA has governed, fostered and promoted the game of soccer to Strathroy and area children since 1961. Looking back over the course of these years, the SMSA realizes that the lifeblood of our organization has been, and remains, the dedication of the many volunteers, the parents, and especially the tremendous support received from the businesses and industries, whom without, we could not exist.

The SMSA is a Family Affair. On behalf of the entire Board of Directors of the SMSA ...
WELCOME TO THE FAMILY.

Yours in soccer,

Duarte Viveiros

Duarte Viveiros, President
Strathroy-Caradoc Minor Soccer Association