



Contact: Troy Letherman, Technical Director
907.982.3459; t.letherman@coervercoachingnw.com

FOR IMMEDIATE RELEASE

Identification Period Underway for 2010 AKFC Teams

Palmer, AK – February 12, 2010 – AKFC directors and administrators are pleased to announce that player identification for summer and fall 2010 training groups, teams and tournaments has begun.

“We’ve gotten off to a great start this year,” said Technical Director and Coerver® Coaching AK Assistant Director Troy Letherman. “With over 80 players participating in our Centers of Excellence already and one team, the Alaska Rush 99 Nike girls, already having completed a Coerver® Advanced Team Clinic, we’re much further along when it comes to identifying age groups where we think we can field a premier development team.”

Additionally, competitive soccer clubs from both Fairbanks and Juneau have registered for Advanced or Elite Team Clinics during summer 2010, which will bring up to 300 more players into the AKFC orbit, allowing coaches to get a much better idea of the overall talent within the state, and field even more capable teams because of this exposure.

“It’s critical for the most advanced Alaska players to get out and compete against the best in the region,” explained Coerver® Coaching NW Director TR Stoneback. “Sometimes, even with very good club teams, these players just aren’t afforded an opportunity to compete at their level—not with good odds of achieving much success anyway. Inclusion on an AKFC roster, however, which includes months of the very best training available, will give them that chance to see and be seen. This not only helps the individual, of course, but their respective club teams, too, as they return with valuable experience that can then be passed onto their local teams.”

Beyond the clinics in Fairbanks and Juneau, Coerver® AK will continue to operate the Alaska Center of Excellence and Center of Excellence-Elite, as well as offering two series of team clinics for Matanuska Soccer Club teams and others within the Anchorage area. One will take place prior to the Ina K Memorial tournament and the second during the week leading up to the Alaska State Cup. In late 2010, regional Coerver® AK Player Academies are schedule to begin operation in Fairbanks and Juneau, to go along with the Centers hosted at the Menard Sports Complex in Wasilla.

“We’re still on the lookout for quality coaches interested in our program,” continued Letherman, who directs the Alaska Coerver® operations, “as ideally a committed player would have this sort of advanced individual training available no matter where he or she lived. It’s a process, but we’re getting there.”

There is one returning AKFC team for 2010, the 98 United boys, who are off to Europe in July and then will return to a revamped fall and winter travel plan. Directors Stoneback and Letherman hope to add to

that lineup by the time the summer season is underway in Alaska, though AKFC teams do not compete in any league- or tournament play within the state.

“We’ll consider any group where a team looks viable, but we’re looking to establish a footprint in the youngest divisions especially,” Stoneback explained. “This year we want to concentrate on creating premier groups of boys and girls that can play in the 99 and 00 divisions. We already know there is a strong core of players in Alaska in these divisions. We just need to get them together and then introduce them to what play is like in some of the better soccer spots in the West.”

Coaches and players interested in opportunities with AKFC should contact either Stoneback or Letherman as soon as possible. Other options would be to enroll in one of the many Coerver® Coaching AK soccer schools and academies.

About AKFC

Formed in 2008, AKFC was created to offer an additional competitive outlet for the Alaskan premier soccer player, by providing innovative, advanced training opportunities in a professional atmosphere, stressing our core belief in the development of the individual player, and by promoting tournament match play in the most challenging environments. A member of US Club Soccer, AKFC is operated by the directors of Matanuska Soccer Club but accepts and encourages cooperation between all of Alaska’s premier soccer clubs. Our teams are intended to both further develop and showcase the talents of the state’s best young soccer players by placing them in an environment of consistent competition, where the highest standards of commitment and performance are expected.

About Coerver® Coaching AK

Coerver® Coaching concludes that any system of play is ultimately only as good as the players involved. It therefore focuses on individual development both alone and in the context of small-group team play. This curriculum is delivered through the Pyramid of Player Development and remains consistent with the core mission of all Coerver® development programs: to develop skilled, confident and creative players.

For more information about Coerver® Soccer Schools and Academies, to include the Coerver® Coaching AK Center of Excellence, or for details on AKFC teams and player opportunities, please contact Assistant Director Troy Letherman at 907.982.3459 (t.letherman@coervercoachingnw.com) or Director TR Stoneback at 206.478.3670 (trstoneback@coervercoachingnw.com), or visit AKFC on the web at www.coervercoachingnw.com/akfc/index.asp.

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