



# WELCOME PACKET

## ACADEMY & COMPETITIVE PROGRAM



Welcome to the Rush!

Thank you for your interest in the Rush Wisconsin West Soccer Club. Enclosed in this packet is information regarding our Academy and Competitive program.

We take much pride in all of the accomplishments the club has attained since its inception in 2015. However, never satisfied, we are looking to press forward and conquer more than ever in our fourth year. We are very excited about what the future has in store for all our members.

Our intent is to be the best soccer club in the Coulee Region and to compete within the Wisconsin State League, and among quality competition throughout Midwest! This takes more than just hard work. It takes vision, the right attitude, the right players, good coaching, the right atmosphere, and a little bit of luck. Nevertheless, it is a journey, and when you bring the right people together, the sky is the limit! We believe, with your support, Rush Wisconsin West will continue to develop into one of the top soccer clubs in the State of Wisconsin.

Rush believes in striving for excellence. As players progress, they are constantly put in new situations to be provided with a greater challenge, if that is what the player desires. For our top players, their goals include playing on the ODP state teams, regional teams, national teams, college teams, professional teams, etc. For our club, we want to push our players to "the next level". This "next level" may be different for every player.

The coaching staff at Rush Wisconsin West looks forward to another exciting year. GO RUSH!

Sincerely,

**RUSH WISCONSIN WEST SOCCER CLUB**



Nicole Lukic

**Technical Director**

# CLUB OVERVIEW

Rush Soccer began as the Colorado Rush in 1997, and over the last ten plus years has achieved a level of success unparalleled in the history of American youth soccer. Virginia Rush became the 2nd member in 2003. Now in 2016, thirty-six (36) clubs from across the United States have partnered with Rush along with twenty (20) clubs internationally in the continents of Africa, Europe, South America and Asia. Each of these clubs is determined to reach the same lofty standards as the founding club. Rush Soccer expects and demands of its partners the utmost in professionalism, sportsmanship, and success. Rush Soccer is a club with a commitment to excellence, potential for growth, and aspirations of regional and national success for our players and teams.

Rush Wisconsin West is continuing with the Rush standard of helping more and more kids reach their goals through soccer. Rush is the largest youth club with over 40,000 members worldwide. Rush Wisconsin West provides our members with numerous benefits that would never have presented themselves in the Coulee Region without Rush Soccer. These include opportunities for players, teams and coaches. Players have access to top line equipment, provided by exclusive partnerships with Capelli Sport. Players also have opportunities to guest play with the 40 plus other Rush clubs throughout the Nation with the Player Loan Program.

Rush soccer players also have the opportunity to attend Rush ID Centers and be selected for Rush Select XI teams, in which Rush Technical Directors from across the country identify the top players in certain age groups to form teams. Those “teams” then go to compete in different tournaments across the country and internationally. Rush Wisconsin West has consistently had players selected for these teams since 2016.

We encourage you to visit [www.rushsoccer.com](http://www.rushsoccer.com) to find out more about “The Rush Way,” and to learn about our partner clubs around the United States.

## MISSION STATEMENT

A global brand committed to providing an unparalleled soccer experience: Progressive. Ambitious. Comprehensive.

## VISION STATEMENT

Our aim is to partner with like-minded clubs creating an enormous player base where elite players eventually feed into a Rush professional team representing one of the most recognized brands in the world.

## THE RUSH WAY

The Rush Way is the embodiment of all that is Rush Soccer; the rules and manner in which Rush members hold themselves and how they expect other Rush members to conduct themselves.

This is not inherent in all people but can be learned. The Rush Way encourages passion, leadership, respect and, above all, quality.

**“WHERE THE TRAILS OF PASSION AND  
PURPOSE MEET, BEGINS THE PATH TO  
VICTORY”**

# RUSH CORE VALUES

**Accountability:** Be accountable for your actions and hold others accountable for their actions. Who am I ultimately accountable to, and who judges my work?

**Advice:** Seek out advice and aspire to be the best. In order to learn, we must be open to learning and consider the advice of others. Are you coach-able?

**Empathy:** Empathy is at the core of solid relationships.

**Enjoyment:** Enjoy your work, this is a gift. The desires of diligent workers are satisfied.

**Humility:** Apologize when you make a mistake. Forgive others and do not look back.

**Leadership:** Leaders strive to be trustworthy, honest and sincere. They possess traits such as integrity and honor. They are willing to serve others and sacrifice their own interests. Leaders are constructive and hardworking.

**Passion:** Passion always trusts, always hopes and always perseveres. Passion never fails.

**Respect:** Respect everyone. Respect the opponent, the rules, your colleagues, your superiors and subordinates. Be thoughtful and considerate.

**Safety:** Our environment is safe. This includes the office, our travels, the fields and our bodies. Safety is not only physical safety from harm, but safety from ridicule and attack. We are comforted and encouraged in the club. We portray self-control and kindness to our staff, our colleagues and players.

**Tenacity:** To be successful, persevere.... persevere but do not be anxious. Fear no one. Be strong and courageous. Work when no one is looking, even when the circumstances are not right and everyone else quits. Out work your opponent, and most importantly, work smarter. Don't wait for external inspiration. The people who go far do so because they motivate themselves and give life their best, regardless of how they feel.

**Unity:** Together all things are possible. When your teammates are down, bear each other's burdens; conversely, celebrate your teammate's successes.

# RUSH WISCONSIN WEST COACHING STAFF

Developing soccer players is the primary objective of our coaches, but what cannot be underestimated is the importance of coaches shaping lives. Gone are the days when coaching responsibilities consist of working solely with X's and O's. Today's coaches must be able to motivate and build self-esteem in their players. All this simply means is that we need quality, well-rounded men and women to lead our youth to success both on and off the field. Rush Wisconsin West is proud to boast the most well developed and certified staff in the Coulee Region. To learn more about our coaching staff please visit our website at [www.rushwiwest.com](http://www.rushwiwest.com).

2019-2020 coaching staff assignments will be announced in June 2019.

## PLAYER TRYOUTS

Players are members of Rush Wisconsin West as a club, not individual teams within the club. Players selected for the competitive program not only join Rush Wisconsin West but 35 other Rush clubs around the country. You are joining the largest soccer club in the world with around 40,000 members!

## PLAYER PLACEMENTS

It is important to recognize that current Rush Wisconsin West players are constantly being evaluated by coaching staff on the best suited player placement for each individual for the upcoming season. The placement process is an ongoing process that goes well beyond the two days of tryouts for these individuals. However, it is extremely important for your player to be at their birth year tryout. If your player is new to Rush Wisconsin West you are only required to be at one tryout date. However, to ensure the best possible evaluation, players are highly encouraged to attend both tryout dates.



# COMPETITIVE DIVISIONS

## U8-U10 ACADEMY BOYS & GIRLS

The academy program has “mock tryouts” which allows players to go through the tryout process in order to better prepare themselves for U11 tryouts. Mock tryouts are not required for participation in the Academy. However, it is important to recognize that there are limited amount of roster spots available in the Academy. For league play, Academy teams will participate in the Madison Area Youth Soccer Association (MAYSA) League, along with Mega Date Festival events (when applicable) that Rush Wisconsin West is invited to by the Wisconsin Youth Soccer Association (WYSA) for having an accredited academy.

## U11-U18 BOYS & GIRLS

Selected players will be placed on a Rush Wisconsin West competitive team. These teams will be entered into either the Wisconsin State League (WSL) or the Madison Area Youth Soccer Association League (MAYSA), both which are part of the Wisconsin Youth Soccer Association (WYSA). During the course of the season, players may be asked to play up at times, with other teams, to help benefit player development. Instead of having to match a team to a game, you can now match a player to a game so each player gets the maximum development out of the season.

# ROSTER EXMAPLES

John Doe – Primary (U12B) Secondary (U13B)  
Jane Doe – Primary (Academy) Secondary (U11G)

# CAN RUSH COMPETITIVE PLAYER PLAY OTHER SPORTS?

Yes, we support other activities such as: volleyball, baseball, basketball, dance, etc. The only request the Rush has in regards is for the player and family to communicate other sports the child plays and commitment level for each sport. This information will help us place your child on the proper team and environment within the club. The player must also understand that his/her individual development is in his/her hands and consistent participation within the Rush aids in player development.

# CLUB TEAM GOALS

## ACADEMY DIVISION

U8-U10 Boys & Girls

The goal of the Rush Wisconsin West Soccer Club within these age groups is to develop individuals that have a core soccer skill set and are passionate about the game. Passion always trusts, always hopes and always perseveres. Passion never fails. Pool rostering will be used within our academy to maximize player development and minimize travel.

## COMPETITIVE DIVISION

U11-U18 Boys & Girls



The goal of the Rush Wisconsin West Soccer Club within these age groups is to enter a team in the Wisconsin State League (WSL) in every age group. Teams will be formed with this goal in mind. The teams formed in each age group may be placed in the Wisconsin State Championships or President's Cup if appropriate.

# HOW DOES THIS CLUB GOAL MATCH THE PLAYER-FIRST MENTALITY OF SOCCER DEVELOPMENT?

Player Development depends on the environment you create, not the teams you form. This type of goal helps the club create the type of environment needed for player development. The goal allows for the club to set a long term goal for players and teams, a long term goal that is the focus of everything that player does for the entire year. The player learns how to compete at the highest level the state has to offer. It gives the freedom to move the players around the club with the same goal in mind. Creating better individual players will create better teams.

# GET IN TOUCH!



## WE LOVE TO HEAR FROM YOU!

We are always available to you to hear suggestions or talk about anything else you may need help with!

### MAILING ADDRESS:

Po Box 2714  
La Crosse, WI 54602-2714

### FIELD ADDRESS:

2500 Hauser St  
La Crosse, WI 54603

### WEB:

[www.rushwiwest.com](http://www.rushwiwest.com)

**FACEBOOK:** @Rush Wisconsin West

**TWITTER:** @rushwiwest

**INSTAGRAM:** @rushwiwest

