

NJ Youth SoccerBoard of Directors – **Questions for the Candidate**  
Annual General Meeting

Candidate: Myles Campbell  
Club: Cedar Stars Academy

**A) Why do you wish to become a member of the NJYS Board of Directors?**

I want to increase the number of New Jersey girls and boys who participate in soccer and to provide them with opportunities to cultivate a lifetime love and enjoyment of “The Beautiful Game”. I want youngsters just learning the game to learn it well enough to be able to teach it to their children and grandchildren and pass the gift of soccer from one generation to the next. I want to make New Jersey Youth Soccer the Best that it can be and an envy around the country for its innovative programs and the opportunities it provides for its membership. I want to leverage the cultural diversity in New Jersey and combine that with the global appeal of soccer to create opportunities where people can share their passion for soccer and their pride in their cultural heritage to build excitement throughout the state for soccer as part of the New Jersey Youth World Cup.

I have never served on the NJYS Board before so I would bring new blood and new innovative ideas to grow the organization and make NJYS even better. Now is the time in my life to do this. I recently retired from running my own business and can now devote the necessary time to take on this challenge full time to serve the New Jersey youth soccer community by developing new programs, social media experiences, education, training, certifications, oversight and governance, establishing a positive, all-inclusive safe environment where youth soccer players of all ages and skill levels can reach their full potential.

**B) What is your relevant experience (e.g. experience with youth soccer, non-profit, other Board positions held)?**

I have been involved in youth soccer for over 25 years in creating, promoting and implementing innovative programs and opportunities for all players including girls, boys, beginners, special needs youngsters, travel, club, academy, and elite. In 2007, I was selected as one of the 100 Most Influential Sports Educators in America for my innovative soccer programs. As a certified Double Goal Coach, I have respect for the game of soccer and all its participants. I have held leadership roles and board positions in soccer and in the corporate world. I’m a creative and innovative thought leader with the ability to not only come up with new ideas but also the relationships, sponsorships, partnerships and fund-raising capabilities to implement those ideas cost effectively.

**C) What is your vision for soccer in New Jersey during the next three years?**

I would like NJYS to expand educational opportunities for all roles that impact the New Jersey soccer student-athlete experience including parents, coaches, teachers, referees, administrators, etc. to ensure that the student-athlete experience in soccer is a very positive one. I would like NJYS to provide additional opportunities for youngsters to reach their full potential in soccer regardless of the ability of their family to afford expensive clubs and personal training. I would like NJYS to celebrate its cultural diversity. I would not only like NJYS to know that we have the best players, coaches, trainers, programs and clubs in New Jersey but I would like the rest of the soccer nation outside of the Garden State to know that. I would like to see NJYS raise funds and expand its appeal across the state through soccer eSports competitions. I would like NJYS to utilize social media to expand communications.

I would like to see NJYS develop special character-building educational opportunities for all youth soccer players. I would like to see NJYS expand its “Legends” program and make the NJYS ODP program the envy of the country. I would like NJYS to develop educational opportunities for all soccer student-athletes to better balance their academic and athletic time commitments. I would like to see NJYS ensure all its soccer student-athletes give back to the community through volunteerism and involvement in Top Soccer. I would like NJYS to grow its scholarship opportunities for deserving high school graduates. I would like to see NJYS provide showcases for New Jersey soccer players to continue their soccer careers in New Jersey. I would like to see NJYS incent those soccer players who have invested much money and time to learn the finer points of the game to come back to NJYS to volunteer as coaches when their playing days are over. I would like to explore the possibility of NJYS creating a directory of NJYS alumnae to maintain communications, contacts and networking for support and development purposes.

**D) What is your perception of New Jersey Youth Soccer?**

Hats off to New Jersey Youth Soccer and its staff and Executive Board. Well done! We have a tradition of excellent soccer players, coaches, trainers and programs. I would work to ensure that New Jersey Youth Soccer gets the reputation it deserves by being the envy of the sports world outside of the Garden State. The goal would be to continue your legacy by bringing new innovative ideas to help grow “The Beautiful Game” in New Jersey and give everyone from the beginner to the best ODP player the tools and experiences they need to ensure that they have a positive soccer experience, reach their full potential, fall in love with soccer for a lifetime and pass that love onto everyone they meet. Thank you for your consideration. Best, Myles Campbell