



June, 2011

Dear Parents and Players,

My name is Dean Selvey, and I am delighted to introduce myself as the new Director of Coaching for Sporting Club Gjøa.

Having been involved in the ongoing tryouts and speaking to a number of people at the club, I appreciate that this is a period of transition. There is change, and it is easy to be fearful of change. However, improvement is also a kind of change, and our goal is to build the strongest club possible for its members and players. I can already see that Club Gjøa is full of good people and good players—the key components of success. Coupled with a fresh and innovative coaching programme, we will build this club—very quickly—into something bigger and better than ever before.

As many of you may know, I work for SONESOCCER, which has been established for 10 years as the leading training organization in New Jersey, and we are very excited about working with Gjøa to spread our good word. We pride ourselves on helping every single player develop through a true understanding of the game of soccer. The coaching staff that your children will be working with are well qualified, highly experienced and are here for one reason; to create a fun, inclusive and challenging learning environment for every player on every team. Not some, most or just the best—every team and every player. We all coach soccer because we love the game and it is our aim to not only fulfil the potential in every child in our programme, but to develop within them a lifelong love for the game of soccer .

To give you a little insight in to my background, I have spent a number of years working within professional 'football' in England, as well as working from New Jersey to Maryland within American soccer. I have a law degree as well as coaching qualifications gained in Europe and the United States, and am passionate about helping Club Gjøa and the players and teams achieve their goals. It is a challenge that I am thoroughly looking forward to, and will be throwing myself into 100%. I believe that a good soccer programme can not only improve your child's game, but can also improve their social, psychological and physical health. I will ensure that every boy and girl in the Gjøa programme will play soccer in a positive, challenging environment , and we will all give 100% to every single child. I will also say that in addition to the top quality trainers you will see at training sessions and games, you do have the SONESOCCER organization behind you. With a strong (STA) club program, over 30 full-time professional trainers, senior men's and women's teams, and extensive collegiate relationships, we are well prepared to help you reach all of your goals.

Whilst we will do everything we can to provide the training and coaching Club Gjøa deserves, please do not underestimate your role in your child's development. On this note, we would ask that you support your child with positive feedback regardless of their 'performance'. A child never makes a mistake on purpose and these "mistakes" are an important part of their learning as they seek to discover what works best in different situations on the soccer field. We will actively encourage your child to try new things and ask you to do the same by supporting them with positive comments at all times. If we can all work together then we can make Club Gjøa the best place in Brooklyn for young players to play soccer, and I cannot wait to get us along that path!

Please feel free to reach out to me with any questions you may have. I look forward to working with your sons and daughters and helping through their soccer experience.

Yours in Soccer,

Dean Selvey  
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