

WILLAMETTE UNITED SOCCER CLUB

WHAT'S IN A NAME?



In 2007, DOC Jim Brazeau decided that it wasn't in the best interest of the club to have individual team names. It was a time when our club needed to remind itself that we are one community and not 10 individual teams operating as their own little clubs. We were all Willamette United in 2007.

Now that the club is heading in a positive direction it's time to assign our teams individual names.

Each classic team will be assigned a team name by the club. The team names will come from various professional teams from around the world. Each team name will represent a different NIKE professional team. (We are a Nike club and they have been extremely generous to our club so this is a great way to honor their commitment to our kids.)

This document outlines the policies surrounding team names.

1. At our classic kick off meeting each classic team will receive a name. The club will assign each team a name. Individual teams will not be allowed to choose a name. This process will ensure that each team gets an appropriate NIKE team name and that there are no arguments over a specific name. All team names are final. Please do not ask to trade or change your team name. Team names will stay with each group for the entire length of their classic career.
2. Teams will not be allowed to make their own apparel but they will be allowed to put a name reference or small approved design, to be provided by the club, on any team items. Banners, flags and other team items will be allowed but must be approved by the DOC. Every team item must include the club logo, be in official club colors and only include the approved individual team logo.
- 3, If your players don't know anything about the team that they have been named after DO NOT FEAR! Use this situation as a teachable moment. Soccer is a vehicle to teach children life lessons. This is one of those moments. As a coach or parent help the children build a bond with their team's name sake. Page two of this document lists a number of fun ways to help your players bond with their new team identity.

IF COACHES AND PARENTS EMBRACE THE TEAM NAME AND THE PLAYERS WILL TOO!

2008 WILLAMETTE UNITED TEAM NAMES

Girls U11 A	Manchester United	Boys U11 A	Arsenal
Girls U11 B	Inter Milan	Boys U11 B	Juventus
Girls U12	Celtic	Boys U12	Barcelona
Girls U13	Flamengo	Boys U13	Boca Juniors
Girls U14	Valencia	Boys U14	Aston Villa

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WHAT'S IN A NAME? PAGE 2



HERE ARE SOME WAYS TO HELP GET YOUR TEAM FIRED UP ABOUT THEIR NEW IDENTITY!

- 1) Have each player research their team name on the internet or at the library. Ask each player to report at the team's kick off party or at a practice to share one thing they learned about the team. Make sure that at least one player finds out where the team is from, what their uniforms look like and to name a few of their famous players. You can make this a fun contest. A parent or coach can host a quiz contest and the player that answers the most questions about their sister team wins a prize. The team's official web site or fan web sites contain hundreds of possible questions and fun answers. Make a sister teams jersey the grand prize.
- 2) If the professional team has a chant, song or a cheer, learn what it is and use it at the end of practices or at special times during the season.
- 3) Throw a party and grab one of your professional sister teams games on FOX Soccer or ESPN. Help the kids bond with the team and it's history by watching them play.
- 4) If your sister team is from a foreign country serve that country's food, play that country's music and immerse your team in that culture. This can be fun as well as very educational.
- 5) Buy the professional team's t-shirts or jerseys so the kids can wear them at school the day before a big game.

2008 WILLAMETTE UNITED TEAM NAMES and corresponding web sites for info

Girls U11 A	Manchester United	http://www.manutd.com
Girls U11 B	Inter Milan	http://www.inter.it/aas/hp?L=en
Girls U12	Celtic	http://www.celticfc.net
Girls U13	Flamengo	http://www.flamengo.com.br/
Girls U14	Valencia	http://www.valenciacf.es/
Boys U11 A	Arsenal	http://www.arsenal.com/
Boys U11 B	Juventus	http://www.juventus.it/site/eng/index.asp
Boys U12	Barcelona	http://www.fcbarcelona.com/web/english/
Boys U13	Boca Juniors	http://www.bocajuniors.com.ar/
Boys U14	Aston Villa	http://www.avfc.premiumtv.co.uk/page/Home

Every team will receive a club approved team logo that may accompany the club logo on any team item that is produced. This artwork will be provided on CD and will be camera ready for team items like sweatshirts, t-shirts, banners or decals. We want each team to have its own identity but to also be a piece that makes up our entire club.

Here is an example of how the sister teams image will be incorporated into each team's identity while maintaining a Willamette United feel.

