



West Michigan Youth Soccer Association

www.WMYSA.org

November 24, 2013

To whom it may concern:

West Michigan Youth Soccer Association (WMYSA) is an organization whose mission is to educate, develop and encourage the growth of competitive soccer in Southwest Michigan through cooperative efforts of the various community programs. We provide an opportunity for selected youth soccer players and teams in participating programs to compete in regional leagues organized by age groups up to and including the under-19 age level for both boys and girls.

Our coaches are required to have a national coaching certification. This training provides them with the knowledge of essential skills and drills needed to enhance their player's development. While WMYSA recognizes the importance of this training, we also have come to realize it does not provide them with the understanding of how to maximize a player's development. This is done through assisting players through motivation.

This is why we contacted Dr. O'Connor. We had him provided a seminar for WMYSA on "Motivating the Student Athlete". He spent two hours walking a large group of coaches through the five steps to building motivation. The feedback was amazing! He is a dynamic speaker who is passionate about this topic. He balanced personal antidotes with the information and kept the class constantly engaged.

The information he provided will help those coaches find better ways of reaching their players and maximizing their potential. I would highly recommend Dr. O'Connor for any of your public speaking engagements or training sessions.

Sincerely,

Ken Pope

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