



Southern California Municipal Athletic Federation

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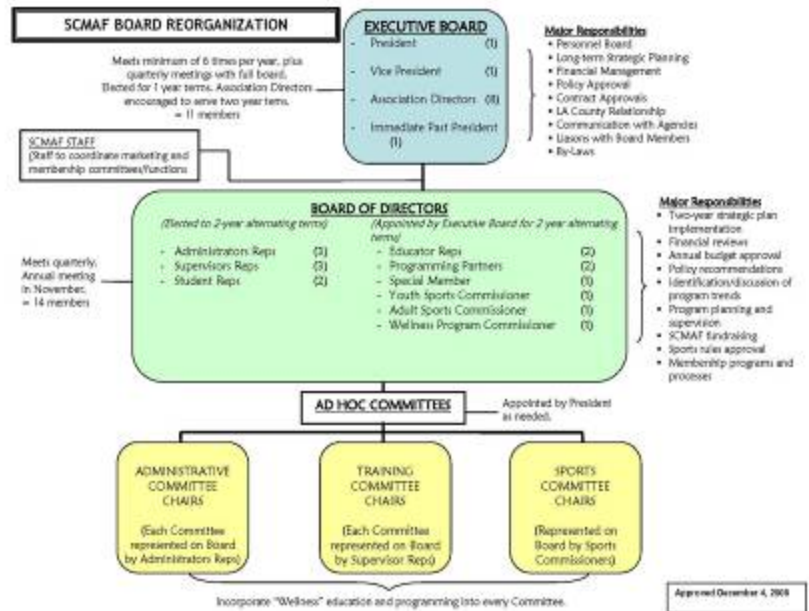
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SCMAF BEGINS PURSUIT OF 2010 GOALS AT HISTORIC BOARD MEETING

February 25, 2010 – Los Alamitos, CA – The California Interscholastic Federation (CIF Southern Section) corporate office proved to be the ideal location for SCMAF's first board meeting of 2010. The setting, filled with historic achievements, records and milestones, created the perfect backdrop for the SCMAF board which created history in its own right.

The first meeting of 2010 marked the first time the newly restructured board convened after nearly three years of re-organizational research, planning and approval. "We've created a larger tent to accommodate individuals serving key membership areas, which previously would not have had a seat at the table," stated SCMAF President Daniel Schneider (City of Rancho Cucamonga).

For the first time in SCMAF's rich history, the new board structure provides executive officer seats for the directors of SCMAF's eight associations. "We had heard for a long time that the associations wanted greater input on Federation matters, particularly on issues that hit close to home," stated SCMAF Executive Director Tim Ittner. Ittner continued, "This new board structure now allows the associations' voices to be heard at the executive decision making level."



Follow SCMAF on:



Newly created board of director positions including the youth and adult sports commissioners, administrator representatives, and programming partners provide the board with the perspective of important stakeholders. These board members will work closely with SCMAF's members, partners and sponsors to promote SCMAF initiatives.

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2010 BOARD OF DIRECTORS

EXECUTIVE BOARD

Daniel Schneider (Rancho Cucamonga) President
Carlos Espinosa (Cerritos) Vice President
Manuel Cantu (Santa Fe Spring) Past President

ASSOCIATION DIRECTORS

Mike Davis (Inglewood) Bay Area
Mario Guerrero Jr. (Lompoc) Channel Cities
Noemi Lopez (Riverside) Inland Valleys
Jeff Van Sickle (Garden Grove) Orange County
Steve Scott (Chula Vista) San Diego County
Mike Cresap (West Covina) San Gabriel Valley
Jessica Perez (Huntington Park) Southeast
Brian Yackovich (North of the River District)
Southern San Joaquin

BOARD DIRECTORS

ADMINISTRATOR REPRESENTATIVES

Steve Costley (South Gate), Julie Roman (Stanton)
Pam Yugar (Bell Gardens)

SUPERVISOR REPRESENTATIVES

Mike Kudron (Placentia), Randy Solis (Riverside)
Jeff Van Fossen (El Segundo)

STUDENT REPRESENTATIVES

January Luong (Long Beach State University)
Mike Navarro (Cal State Dominguez Hills)

PROGRAMMING PARTNERS

Los Angeles County Department of Parks and Recreation
Cal South

SPECIAL MEMBER - Major League Softball

YOUTH SPORTS COMMISSIONER - Kevin Ellis (Downey)

ADULT SPORTS COMMISSIONER - Dave Dill (Torrance)

WELLNESS PROGRAM COMMISSIONER - Brian Chwan
(Anaheim)

SCMAF OFFICE STAFF

Tim Ittner, Executive Director	extension 16
Davie Gillus, Program Coordinator	extension 15
Martha Aguinaga, Accounting Clerk	extension 12
Dustin Bingham, Membership	extension 11
Bill Bant, Marketing Coordinator	extension 10

SCMAF OFFICE

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(626) 448-0853 Fax (626) 448-5219

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Let's Make It Happen!

President's Message 2010: "Let's Make It Happen!"

The great John Wooden once said, "It's the little details that are vital, little things make big things happen." In large part, Wooden's great success as a coach was attributed to his meticulous attention to preparation. Taking a page out of Coach Wooden's playbook, the 2010 SCMAF Board has developed detailed strategies on ways to make the organization a perennial winner.



SCMAF PRESIDENT
Daniel Schneider

This effort began late last year when SCMAF capitalized on the enthusiasm of the newly installed executive board and board of directors to bring forth ideas on ways to improve the organization's overall standing among its membership. A unique mix of individuals helped to generate lively discussions and brainstorming sessions. Thanks to the newly constituted board, Federation-wide representation is assured on the Executive Board since each Association is now represented through their Director. Board of Directors Positions have expanded to represent various interests, including administrators, programmers and partners, to name a few.

Setting goals for the incoming year has been a right of passage for generations of SCMAF Presidents. This year, a team of passionate and dedicated board members worked together to help me usher in a comprehensive set of goals and objectives. Thanks to their efforts, in conjunction with the efforts of the SCMAF staff, these goals have developed into a game plan for 2010 and beyond.

A recurring theme was the need to reposition SCMAF to be a more effective support system for its members, especially given the economic uncertainties that our agencies are facing. Consequently, the board felt strongly that SCMAF should expand its existing member services such as professional development and training as well as increase its overall marketing efforts. This year I am proud to announce that SCMAF has branded its member education program "SCMAF University". SCMAF University is now your source for year-round, low cost, professional development through a variety of recreation-related workshops including two "FREE" workshops.

SCMAF has renewed its resource development efforts by pursuing new revenue streams and developing fruitful collaborations. By reaching out to our corporate partners like Mizuno, we hope to broker high-quality products at a cost savings to your agency. Another example is the partnership SCMAF has formed with Cal South Soccer in an attempt to bring much needed governance to the adult soccer landscape. SCMAF is also set to launch early this summer is the SCMAF/Major League Softball Senior Softball Tournament Series, which will provide competitive play for older adults.

In 2010, we will also be soliciting the input and involvement of recreation professionals committed to serving their communities like you. We know your time is a precious resource and we hope to obtain your involvement in a way that makes sense for you and your agency. We ask this of all in the name of improving the quality of your agency's sports programming.

By providing increased benefits, reaching out to our stakeholders, and serving the needs and interests of our member agencies, I hope that together we can improve the overall quality of municipal sports programming in Southern California. Thank you for all your efforts and "Let's make it happen."

Association Officers' Workshop

On Thursday, January 28, at Cerritos Park East, SCMAF held its annual Association Officers' Workshop. The workshop was designed to update the members on the direction of SCMAF in the upcoming years and to lay out the 2010 Board of Directors goals and objectives. The workshop was facilitated by SCMAF President Daniel Schneider and included presentations from Past President Ernest Vital ('96) and SCMAF Executive Director Tim Ittner.

The workshop also included an open discussion with the Association Officers on any questions, concerns or issues they have with SCMAF. The open discussion was hosted by SCMAF Vice President Carlos Espinosa and President Daniel Schneider, who wanted direct feedback from the membership to make sure the member needs were met. They also discussed the general purpose of Association meetings and what the benefits are for the associations, membership and agencies.



SCMAF Executive Director Tim Ittner

CALENDAR OF EVENTS

APRIL

- 10-11 Basketball Championships
- 15 Board of Director's Meeting (Webinar)

MAY

- 8 Recreation Leader Day, City of Cerritos
- 13 LA County Summit, Arboretum
- 20 Board of Director's Meeting (Full Board)
- 31 Memorial Day—SCMAF Office Closed
- TBA Pitch, Hit & Run - Sectionals

JUNE

- 6 Track and Field Championships
Warren High School, Downey
- 6 Pitch, Hit & Run - Championships (Dodgers)
- 26 Pitch, Hit & Run - Championships (Angels)

2010 Member Education Programs

SCMAF Launches "New Look" Member Education Program



School is in session! SCMAF University is now accepting your admission to an affordable and higher quality learning experience. By offering an assortment of broad-based training programs, SCMAF University is your source for sports and recreation related professional development.

Kicking off 2010's workshop series was the Turf and Ball Field Workshop which took place at the Home Depot Center on April 7. Kyle Waters, Director of Turf and Grounds at the world-class facility and his staff, provided an insightful discussion on general maintenance practices geared for municipal athletic grounds keepers.

Approximately 110 attendees representing agencies from across the Southland benefited from the expertise of the Home Depot Center staff. In addition, ball field maintenance and preparation specialists from Major League Softball conducted an informative field prep clinic at nearby Stevenson Park in Carson.



2010 SCMAF Turf and Ball Field Management Workshop

A special thanks goes to the Home Depot Center, the City of Carson, Cal South Soccer, Major League Softball, Tomark Sports, The Perfect Field and Gail Materials for sponsoring this highly successful workshop.

Up next on the SCMAF University lesson plan is the Recreation Leader Day Training for the Sports Leader on Saturday, May 8 at Cerritos Park East in Cerritos. This day of training is designed for the part-time sports leader or entry-level sports programmer. An impressive roster of speakers will be on hand to conduct valuable discussions on topics consisting of coaching and officiating, nuts and bolts league management, running quality programs on a lean budget, volunteer coordination, career advancement, interview techniques and much more!

Rounding out the curriculum for 2010 are two workshops entitled Athletic Field Management Systems, which will tackle the arduous task of managing user groups and field allocations; a Girl's Sports Forum, consisting of a panel discussion on the state of opportunities for girls in sports; and two free trainings from the SCMAF School of Sports Management.

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CPRS Conference

SCMAF attended this year's annual CPRS Conference that was held in Palm Springs at the Palm Springs Convention Center, March 9-12. This annual conference draws in park and recreational professionals from five different states including many members of SCMAF.

SCMAF participated once again at the CPRS Expo along with partner Cal South. The Expo is an opportunity for park and recreational professionals to see the newest trends in the market place and network with other professionals and vendors. SCMAF's main goals at the Expo were to promote it's partnership with Cal South and Adult Soccer, announce its two newest insurance policies for officials and recreation liability and to assist with SCMAF members who were at the conference with any issues or concerns they might have.

Of course it is not an official CPRS Conference without the SCMAF Social for people to wind down after a day of educational sessions, events and meetings. This year's social was held at the Village Pub in Palm Springs. Over 200 people attended the social that was hosted by partners **Cal South** and **Major League Softball** with sponsors **Hirsch and Associates, Inc., Innovative Playgrounds Company** and **Musco Lighting**. Cal South conducted a Wii Soccer Tournament and everyone that attended the social was offered free goodie bags, food and beverages. SCMAF would like to thank all of our sponsors and everyone that attended the social. We hope to see you again in Sacramento in 2011!



SCMAF Stamped Softballs

SUPPORT SCMAF Order Stamped Softballs

When it's time to re-stock the ball cupboard for your upcoming softball seasons, be sure to order SCMAF stamped softballs. Baden, Diamond, Dudley and Worth all offer a full line of softballs to meet your individual leagues needs. SCMAF licensed and stamped softballs convey to our manufacturing partners that you appreciate their participation with SCMAF. It tells your players that you care about their game and want the best for them.

The SCMAF Board of Directors encourages you and your agencies to support the companies that are involved with the SCMAF ball stamping program. You **MUST** request a SCMAF stamped softball from the dealer when ordering and receiving bids. Please make sure that when you order you ask that the softballs have the SCMAF logo affixed.

These are the ONLY companies who have signed a licensed agreement with SCMAF and have the right to use the SCMAF trademarked logo.

For specific product and dealer information, contact a sales representative below, or call SCMAF Program Coordinator Davie Gillus at 626-448-0853 Ext.15

BADEN SPORTS- Chris Barnes – Sales Representative
949-489-2182 E-mail: ChrisBarnes@cox.net

DIAMOND SPORTS- Greg Vanover - Sales Representative
909-980-8323 E-mail: gvanoverteamworksales@charter.net

DUDLEY SPORTS- Chuck Weir- Sales Representative
951-687-7244 E-mail: weirchuck@russellcorp.com

WORTH SPORTS- Robin Ferris – Territory Manager
949-742-3988 E-mail: rferris23@cox.net



Example of a SCMAF Stamped Softball

Continued from page 3 - Member Education Programs

SCMAF is committed more than ever to supporting its membership by providing workshops that reflect the time and budget constraints of its members. A strong Member Education Committee led by co-chairpersons David DeLeon and Jason Chacon is aimed to reach as many agencies as possible by scheduling the workshop series throughout the Southland, maintaining an affordable per-person fee, and streamlining the timeframe for many of the workshops.

See the below listing of SCMAF University workshops Remember to "be true to your school."

Recreation Leader Day - City of Cerritos
Saturday, May 8th \$20 members/ \$25 non-members
10 AM - 3 PM (fee includes lunch and handouts)

Athletic Field Management Systems - City of Oxnard
Wednesday, June 2nd \$10 members/ \$15 non-members
9 AM - noon (fee includes handouts)

School of Youth Sports Management - City of Rancho Cucamonga
Tuesday, August 17th Free to Member Agencies
1 - 5 PM

Athletic Field Management Systems - City of Anaheim
Wednesday, September 15th \$10 members/ \$15 non-members
9 AM - noon (fee includes handouts)

School of Adult Sports Management - City of Torrance
Tuesday, September 21st Free to Member Agencies
1 - 5 PM

Girls Sports Forum - City of Diamond Bar
Wednesday, October 20th \$30 members/ \$35 non-members
10 AM - 2 PM (fee includes lunch and handouts)



LA84 Foundation's Art of Coaching for SCMAF Youth Coaches

LA84 Foundation's Art of Coaching is a FREE 90 minute online course designed to help coaches...

- Understand how to effectively communicate with athletes, fellow-coaches, administrators and officials
- Understand and be able to apply basic safety information

To Find Out More About this FREE Program, Check Out the SCMAF Web Site at www.SCMAF.org and Select the Coaches Education Tab.

Or Call the SCMAF Office at (626) 448-0853 Ext. 15 to Receive Your Key Codes and Participate in this FREE Program Right Away!



Associate Spotlight

SCMAF recently sat down with US Olympian and National Table Tennis player Tawny Banh to discuss bringing Table Tennis to SCMAF's membership. Tawny represents the Los Angeles Table Tennis Association and currently operates the largest Table Tennis Facility in the United States and is open 24 hours. Tawny and fellow Olympian Crystal Huang held a popular demonstration at the SCMAF Institute on Table Tennis this past October.

SCMAF: Tawny, when did you start playing Table Tennis?

TAWNY: I started playing when I was 13 yrs. old. At first, it was just a fun family hobby with my siblings. We converted a small table, about the size of a dinner table into a ping pong table. We were using these recreational wooden rackets and made the net out of cardboard.



Tawny Banh at the 2009 SCMAF Institute

SCMAF: How often did you play or practice to get to the level you are at now?

TAWNY: Like any sport or life in general, if one wants to excel to the top, one has to have a lot of commitment, diligence, discipline and passion. I sacrificed a lot of things to just focus on table tennis. I feel it's best to succeed at one thing then just to be mediocre at several things. Anyhow, I was practicing almost everyday 4-5 hours per day, especially before major competitions.

SCMAF: How did you become involved with participating in the Olympics?

TAWNY: First, I had to compete against the top 12 players in the United States at the US Olympic Trials which I placed 2nd. After, I had to compete in the North American Olympic Trials which is the US and Canada and there I also placed 2nd. There are only 5 spots available for the entire North America team.

SCMAF: What would you consider your greatest table tennis accomplishments?

TAWNY: I have a few: 14 consecutive years on the US National Team (1994-2007), the 2000 and 2004 US Olympic Teams and the Pan American Games where I was a Gold, Silver and Bronze Medalist.

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This edition of the SportScene Spotlight focuses on Brian Yackovich of the SCMAF Southern San Joaquin Association. He is currently the Recreation Supervisor for North of the River Recreation and Park District (Bakersfield), a position he has held since 1989. His current duties include supervision of afterschool sports programs and the youth summer baseball program. Brian has been a member of SCMAF since 1983 and was co-chair and chairperson for Youth Basketball, hosting two SCMAF Youth Basketball Championship Tournaments: in 1986 for girls and in 1987 for boys. Throughout the years, Brian has held the association office of treasurer, secretary, vice-president and president. He is currently serving as association director.



Brian Yackovich

Brian was born in Milwaukee, Wisconsin where he lived for eight years. At the age of ten, he moved to Roseville, California. Brian attended Sierra Junior College in Rocklin ('78-'80) earning an AA degree and then attended CSU Sacramento ('80-'83) where he earned his BS in Recreation Administration. While in college, Brian played baseball all four years earning First Team All-Conference as a pitcher in 1979 and All-State that same year. He is still listed as fifth all-time in career saves with Sacramento State. After college, Brian became the Recreation Supervisor at West Side Recreation and Park District (Taft) where he held that position from 1983-'88.

Brian enjoys bicycle riding and running where he has participated in three half-marathons. Even though Brian left Wisconsin at a young age, he still watches Packers and Brewers games. He is also a big fan of Notre Dame football. Brian has been married since 2000 to his lovely wife Janice and they have two children, Kate 8 and Brett 6.



GOT NEWS?



Have a story to tell? Want to share some news with your fellow members of SCMAF? Getting married, got a promotion, bought a house, had a baby? Have an idea for an article that you would like to see in SportScene? Please share with us. We would love to hear what is going on with our members. E-mail your story, story ideas or even little tidbits of information to SCMAF@scmaf.org. You can even include pictures!



Youth Basketball Championships



The 2010 Youth Basketball Championships chaired by Mike Lembke (Cerritos) was held April 10-11 at seven different locations throughout Southern California. SCMAF wishes to thank all of the cities and staff that participated and hosted sites for this year's tournaments:

- Nancy Rusas, City of Carson, Boys TLC "A" Division
- Jason Chacon and Stephanie Zamora, City of Pico Rivera, Boys TLC "B" Division
- Jeff Van Sickle, City of Garden Grove, TLC "C" Division
- City of Southgate, Boys Open "AA" and "C" Divisions
- Mike Lembke, City of Cerritos, Boys Open "A" Division
- Leonardo Chavez, City of Pasadena, Boys Open "B" Division
- Kevin Ellis, City of Downey, Girls Open "A", "B" and "C" Divisions

Their dedication and commitment to the program ensured a well run and excellent tournament. Also a special thanks goes out to all the coaches, parents and staff for their time and effort to enable each participant to have an enjoyable experience.

The winners from this year's Tournaments:

BOYS TLC "A" Division

- Winner:** Compton (Southeast)
- Runner-up:** Perris Tar Heels (Inland Valleys)
- Consolation:** Garden Grove (Orange County)



BOYS TLC "B" Division

- Winner:** Compton (Southeast)
- Runner-up:** Rancho Cucamonga Nets (Inland Valleys)
- Consolation:** Garden Grove (Orange County)

BOYS TLC "C" Division

- Winner:** Riverside (Inland Valleys)
- 2nd Place:** Fontana (Inland Valleys)
- 3rd Place:** Santa Ana (Orange County)



BOYS OPEN "AA" Division

- Winner:** LA County - Del Aire Park (Southeast)
- 2nd Place:** Rancho Cucamonga Lakers (Inland Valleys)
- 3rd Place:** Huntington Park (Southeast)

BOYS OPEN "A" Division

- Winner:** Downey (Southeast)
- Runner-up:** Inglewood (Bay Area)
- Consolation:** Temple City (San Gabriel Valley)

BOYS OPEN "B" Division

- Winner:** Pasadena (San Gabriel Valley)
- 2nd Place:** Inglewood (Bay Area)
- 3rd Place:** Burbank (San Gabriel Valley)



Continued on page 7

Continued from page 1 - Historic Board Meeting

Throughout the year, the executive officers, consisting of SCMAF's president, vice president and past president will meet with greater frequency with the directors of the eight associations. The larger board configuration, which includes the board of directors, will meet quarterly.

The historic meeting in Los Alamitos marked the first meeting in which the larger board met to conduct official business. Laying out strategies to execute the goals, created by Daniel Schneider and key board members for his presidential term, was a chief focus of the meeting. "This year we created goals to fit into the strengths and talents of the newly structured board," Schneider said. "We couldn't think of a better way to take advantage of the enthusiasm of this new board, than to involve them directly with the goal creation and execution process."

Virtually every board member and SCMAF staffer will help carry out specific objectives that support the individual goal statements. The goals for 2010 are as follows:

- Stimulate Member Participation and Encourage New Membership
- Create New and Intensify Existing Partnerships
- Conduct Relevant, Budget and Time-Friendly Trainings for Members
- Create New Revenue Streams
- Create New Marketing Strategies
- Improve Member and Sponsor Services and Relations

At each board meeting this year, board members will provide updates on their goals-related assignments. SCMAF leadership hopes that by discussing the goals openly, as a group, greater input can be garnered from a variety of perspectives.

Continued from page 6 - Youth Basketball

BOYS OPEN "C" Division

- Winner:** Inglewood (Bay Area)
- Runner-up:** Pasadena (San Gabriel Valley)
- Consolation:** Riverside Ankle Breakers (Inland Valleys)

GIRLS OPEN "A" Division

- Winner:** Downey Cobra (Southeast)
- 2nd Place:** Rancho Cucamonga Stars (Inland Valleys)
- 3rd Place:** Cerritos (Southeast)

GIRLS OPEN "B" Division

- Winner:** Downey Mambas (Southeast)
- Runner-up:** Pasadena Vikings (San Gabriel Valley)
- Consolation:** Inglewood (Bay Area)

GIRLS OPEN "C" Division

- Winner:** Temple City (San Gabriel Valley)
- 2nd Place:** Cerritos (Southeast)
- 3rd Place:** Bell Gardens (Southeast)



SCMAF SPORTS OFFICIALS INSURANCE

As a SCMAF Member Agency or group, you have the opportunity to purchase liability and supplemental medical packages for your league officials. These package policies would be inexpensive and available to agencies, groups and individuals in good standing with SCMAF.

- \$1,000,000 Liability Coverage Per Occurrence, Unlimited General Aggregate
- \$15,000 Supplemental Medical Coverage
- Policy Dates for the Calendar Year

Contact SCMAF for Quotes on all Officiating Insurance Needs

**PHONE: (626) 448-0853 Ext. 11 E-MAIL: SCMAF@SCMAF.ORG
www.SCMAF.org**

Continued from page 5 - Associate Spotlight LATTA

SCMAF: When did you decide to retire from Table Tennis and open up a facility for players?

TAWNY: In Sept. 2007, I retired from official competition to establish a table tennis facility where enthusiasts of all levels could truly enjoy the sport. Together with my friend and US Teammate, Crystal Huang (2008 US Olympian & National Champion), we opened a table tennis club. We started with seven (7) competition grade tables and due to the high level of excitement and increasing demand for a larger facility, my club joined with another local club in March 2009 to form the most dedicated, full-time non-profit table tennis center (Los Angeles Table Tennis Association - LATTA) in the United States.

SCMAF: What makes your facility unique from other table tennis facilities?



Inside the LATTA Facility

TAWNY: Having been a 2-Time Olympian and 14-Time National Team member, I have become keenly aware of the need to provide a professional atmosphere. Our facility is open 365 days a year. We provide experienced Olympic/National level coaching. Our facility has 16 International Table Tennis Federation approved tables with high ceilings, great lighting and blue walls to enhance contrast. We have an equipment Pro Shop on site and players of all levels play at our facility. We also host tournaments, exhibitions and visits from World Class players. The facility has 24 hour security, plenty of parking and convenient access to freeways and restaurants.

SCMAF: Why would you recommend someone to try and play table tennis?

TAWNY: Easy, it's a life-time sport. It's great exercise and helps you develop hand eye coordination. Table Tennis promotes family involvement and its fun and inexpensive. It's also a great cross training tool for other sports.

SCMAF: What do you feel is the biggest misconception about table tennis?

TAWNY: People still think of it as "ping pong," a recreational hobby. However, table tennis is a summer Olympic sport and a game of speed, spin, footwork and strategy. It has been called "chess at lightning speed."

SCMAF: Tawny, thank you so much for your time. Where is the best place someone can go to find out more information about table tennis?

TAWNY: They can go online and check out www.usatt.org. It stands for USA Table Tennis which is the national governing body of Table Tennis in the US.

If you are interested in hosting a table tennis tournament for your association/agency or want to learn or see the LATTA facility, you can find it at www.latabletennis.com or to visit and meet with Tawny: 10180 Valley Blvd., El Monte, CA 91731 (behind the El Monte car wash).



LATTA Pro Shop

NEW! SCMAF INSURANCE

RECREATION LIABILITY INSURANCE POLICIES

Policies include Medical and General Liability coverage

General Aggregate limits accepted by all SCMAF member agencies

Contact SCMAF for quotes for events hosted by the agency or groups using SCMAF member venues.

Events covered include: Weddings, Parties, Tournaments, Fairs and more...

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