

# AMENITY

# ATHLETICS

THE LEAGUE THAT YOU CAN WALK TO



## Happy New Year!

Winter Flag Football started the weekend of January 23<sup>rd</sup>, 2021 with over 400 registrants! For opening weekend, we had food trucks at the Bartram Fields for breakfast and lunch and we hope to bring them back for more games soon. We are excited so many families have chosen to participate this season and look forward to some fun and safe competition that we know our teams will bring to the fields over the next 7 weeks!

Big thanks to David Callahan for our new shirt designs for the football season that seem to be receiving a large positive response. Even though David is not the league director anymore, he still likes to stay connected with the league in this creative way.

During practices and games please follow our suggested COVID-19 Guidelines that can be found on our website or within this newsletter.

Submit all videos and photos for social media to: [AmenityAthleticsPics@gmail.com](mailto:AmenityAthleticsPics@gmail.com)



@AmenityAthletics



@AmenityAthleticsJax



[AmenityAthletics.com](http://AmenityAthletics.com)

To Amenity Athletics Families:

It has been a pleasure getting to know everyone so far. As football season starts, please don't hesitate to find me on game day and come up and introduce yourself. I am usually running around from field to field, but please flag me down and I would be happy to chat!

We would like to apologize for a little confusion that was expressed due to the delay in putting teams together. The process of putting together the teams took a little longer than expected, therefore the schedules got released later than we had hoped. Don't forget that February 6<sup>th</sup> is picture day! Please see the next page for details.

As many of you know soccer and basketball registration are now open until mid February. If you have any questions or concerns, please don't hesitate to reach out to me or our Head Administrator Solveig Hackleman.

Amenity Athletics continues to grow every season and we are happy to say we have now added Cimarrone and Samara Lakes to the list of communities that play with us! If you know of any communities that want to join, be sure to let us know. Flag Football had a fantastic opening weekend at Bartram Springs on January 23rd starting at 9am and finishing around 3pm. We were fortunate to have Rad Ringo's Mini Donuts and Jamma's Jax food trucks for breakfast and lunch and they were a huge hit!

**As a reminder for Bartram Springs games, overflow parking is available at the school. Please do NOT park on the grass or up the road. As a reminder for Heritage Landing games, please remember to walk, ride your bike, carpool or get dropped off at the soccer fields if you live in Heritage Landing. We need to leave parking for Heritage Landing residents to use the pool and gym and make room for our visiting soccer teams. Please use the SE parking lot near the basketball courts and the OVERFLOW PARKING LOT on Heritage Landing Parkway. Do NOT park in the spaces near the Amenity Center with signs that say "NO Athletics Parking" Thank you for your cooperation and help!**

I wish all teams good luck for the remaining six weeks. Play well and stay safe!

Regards:

Tim Callahan  
League Director  
TCallahanAmenity@gmail.com





## Picture Day

Flag Football picture day will be February 6th, 2021 at Bartram Springs by Flashback Photography.

**PACKAGE A**  
MEMORY MATE  
MAGAZINE COVER  
2 - 5x7  
2 - MAGNETS  
\$58

**PACKAGE B** ★ *Most Popular*  
MEMORY MATE  
8 WALLET PRINTS  
1 MAGNET  
\$35

**PACKAGE C** ★ *Free Individual Digital File*  
8x10 PRINT  
2 - 5x7 PRINT  
8 WALLET PRINTS  
5x7 TEAM PHOTO  
\$38

**PACKAGE D**  
MEMORY MATE  
8 TRADER CARDS  
2 PHOTO MAGNETS  
\$44

**UPGRADE PACKAGE A, B, OR D TO WOODEN PLAQUE**  
\$25

**NEW ITEMS**

**Metal Bag Tag**  
Item #18

**Koozie**  
Item #19

**Designer Composite**  
Item #20

*Flashback Photography*  
St. Johns County, FL  
904-269-1938  
www.flashbackphoto.com

### PLAYER INFORMATION (PLEASE PRINT CLEARLY)

Child's Name: \_\_\_\_\_ Uniform # \_\_\_\_\_ Age \_\_\_\_\_

Team Name: \_\_\_\_\_ Position: \_\_\_\_\_

Coaches Name: \_\_\_\_\_ League: \_\_\_\_\_  
(Sports Location)

### PERSONAL INFORMATION (PLEASE PRINT CLEARLY)

Phone Number: \_\_\_\_\_

Parent's Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_

### CREDIT CARD INFORMATION

\_\_\_\_ Visa \_\_\_\_\_

\_\_\_\_ Mastercard \_\_\_\_\_

Authorized Signature \_\_\_\_\_

Exp Date \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Item	Qty	Price Each	Total Price
<b>Add Packaging and Shipping</b>			<b>\$4</b>
<b>Total Price</b>			
Photographer use only below			
Initials	Frame	Frame	Frame





Amenity Athletics and Rising Athletes provided two fantastic conditioning and flag football workshops for over 100 kids back in the second week of January. We had rave reviews along with a fantastic turnout for these two days at Bartram Springs and Heritage Landing.

We will be partnering with former NFL Running Back Jordan Todman and his team at Rising Athletes again for another workshop during the season and post season. More details to come.



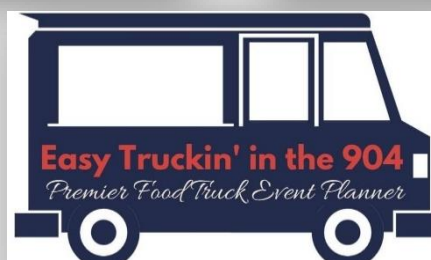
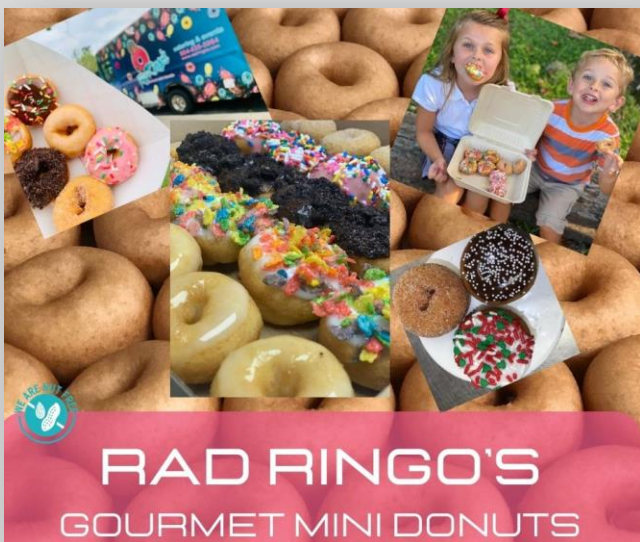


Thank you!



Opening day for Flag Football was a huge success! We would like to express a big thanks to Jamma's Jax and Rad Ringo's for providing everyone with some great food! We received a lot of positive feedback and look forward to having more trucks in the future. Stay tuned to your weekly Amenity Athletics E-Blast where we post all information about each game day.

Thank you to Perrin Todd with Easy Truckin' in the 904 for getting us these great trucks last minute and providing us with great communication and service as always.





Spring Basketball!

**Registration closes February 15th**

# **AMENITY ATHLETICS**



## **YOUTH BASKETBALL LEAGUE**

★ **STARTING MARCH 25TH, 2021** ★

Registration: January 1st - February 15th on [AmenityAthletics.com](https://AmenityAthletics.com)

Divisions: 8-10 years old (co-ed)    11-12 years old (co-ed)

13-14 years old (Girls)    13-14 years old (Boys)

3 VS 3 Half Court - Maximum 6 people per team

\$95.00 per child: includes jersey, shorts, and medal

Practices held at your community court.

Games on THURSDAYS: Location to be annouced in February

3:30 PM - 7:00 PM

Practices start March 1st

Opening day March 25th - Closing Day May 13th

Registration closes February 15<sup>th</sup>!

# AMENITY ATHLETICS

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## 2021 - Spring Soccer is Back!

Registration: January 1st - February 15th

Season: March 27th - May 15th

\$95.00 per child - Jersey, shorts, and trophy    Ages 3 to 14  
Head coaches and assistant coaches are on a volunteer basis.  
Please see your registration for more information if interested.

Games on Saturdays at Bartram Springs and Heritage Landing.  
Practice in a community near you!

### Divisions:

Under 5 co-ed (U5)	3 - 4 years old
Under 6 co-ed (U6)	4 - 5 years old
Under 8 co-ed (U7)	6 - 7 years old
Under 10 co-ed (U10)	8 - 9 years old
Under 12 co-ed (U12)	10 - 11 years old
Under 15 co-ed (U15)	12 - 14 years old

Our Mission: To provide a "recreational league" environment where families can have fun, learn the fundamentals of the game and improve performance while promoting good sportsmanship and team work.

For more information and to register visit  
[www.AmenityAthletics.com](http://www.AmenityAthletics.com)



### Basic Flag Football Coaching Strategies & Tips

#### General Goals – Tailor to your specific age group

- Get positive yards on 1st down
- Try to rush at least one player on defense
- Teach defensive man to man principles
- Break the habit of flag guarding early
- Emphasize that flag football is a non contact sport
- Try to implement some type of motion in your offensive sets
- Try to have at least 3 offensive plays in place before 1st game
- Since teams consist of only 10 players or less try to get into a substitution cycle

#### Coaching Responsibilities

- It is important to be punctual, remember we are role models for our children
- Maintain a positive attitude
- Make it fun
  - Regardless of whether it's a game or a practice, football at the youth level should always be fun.
- Limit Standing Around
  - This is a common problem with youth sports that ultimately turns kids off. Whether it's a game, practice, clinic, or camp, we have designed all of our programs to engage every participant consistently.
  - Kids don't attend practice to watch others play. Kids enjoy practices when they have fun and they experience an improvement in their overall skills.
  - Many professional coaches put a major emphasis on fast paced and interactive practices that eliminate downtime.
  - Everyone Plays at least 1/2 the game
- Football at the youth level should be an inclusive experience. The youth level of football should be an equal learning experience for everyone, whether it's a game or a practice. A coach is a teacher.
- Yell Encouragement, Whisper Constructive Criticism
  - Keep it positive. As a youth football coach you should never tolerate negative comments from your players, parents, coaching staff, and especially yourself. Kids realize when they have made mistakes. What they don't need is to have that mistake compounded by negative feedback and comments. What they do need is feedback on how to correct the mistake supported by positive encouragement.
- Treat every athlete with respect and dignity
- Give every athlete fair playing time every game. (Every athlete on your team must play at least half the game)
- Never ridicule an athlete in any way no matter what the circumstances

#### Catching Techniques

- Hand Placement
  - Balls thrown chest level and above
  - Fingers on both hands reach for the sky spread apart.
  - Both thumbs should touch and stay together throughout the catch.
- Balls Thrown Below Chest Level
  - Fingers on both hands should extend down to the ground spread apart.
  - Both pinkies should touch and stay together throughout the catch.
- Arm Placement
  - Both arms should extend out to meet the thrown ball.
  - Both arms should bring the thrown ball back to the body to secure the football



## Coaching Tips

### Securing the ball:

- When running and holding a football there should be 4 points of contact - the front tip of the ball in the hand, the back tip of the ball between the arm pit, the outside of the ball inside the forearm, the inside of the ball against the chest.
- The ball should never lose contact with any of those 4 points. The hand holding the ball should be held up and near the side of the chin. When running, the ball should continue to be held high with the elbow driving up and down to maintain good running form and ball security at the same time.
- When transferring the ball from one arm to the next you must keep the ball pressed against your chest, immediately establishing the four points of contact on the opposite arm. The ball should be transferred at chest level.

### Running Routes, Defending a Pass, Avoiding or Making a Flag Tackle:

- When running a route, defending a receiver, and making a flag tackle, the player must be efficient in the following athletic skills:
  - Acceleration - To accelerate properly your body should be as close to a 45 degree angle as possible
    - Arms should be locked at 90 degrees
    - Hips should be pushed forward
    - Execute good knee drive
    - Ankle placed behind the knee
    - Toes should be up
    - Create the longest stride possible
  - Change of Direction –
    - Wide base of support with feet
    - A low center of gravity with the hips & trunk low to the ground
    - A 45 degree angle with the outside plant leg and weight over the inside leg
    - Drive off the inside or weight bearing leg with the outside of the player's foot
    - Drive off the outside or plant leg with the inside of the foot
  - Deceleration –
    - Get down with a low flat back
    - Good posture
    - Shoulder over front knee and ankle
    - Chop feet with a soft landing

### **Warming Up for All Ages**

- Simply performing static stretches prior to exercise doesn't help you one bit. In fact, it can hurt your athletic performance. So if you or your young athlete are still doing static stretching before your workout, practice or game -- change it up.
  - What's the difference between static and dynamic stretching?
  - Static stretching involves holding a position for 30 seconds or more to elongate the muscle while a dynamic warm up involves stretching through a range of motion.
  - Your body needs to warm up by slowly increasing your heart rate and breathing rate. In doing so, you are lubricating your joints, which will give you better range of motion and better elasticity in tendons and ligaments.
  - These 10 simple exercises work as a dynamic warm up for kids of any age or sport. Do each exercise for 20 to 30 seconds. Repeat as necessary. All stretching exercises should be done for at least 20 to 30 seconds on each side.
1. Jumping Jacks
  2. Walking Knee Hugs – With each step, raise the knee up to hip height or higher and “hug” it with both arms, pulling toward your belly and chest
  3. Arm Circles – Make sure you go in both directions to fully warm up the shoulder joints
  4. Side Shuffles – Warm up your whole lower body and don't forget to stay low
  5. Backpedaling – Focus on your balance and feet
  6. Lunges

### Drill Examples!

Drill # 4: Catching Drill - - Set-up three to four stations with 3-4 kids per station.

Set Up:

Place one - three foot 2 x 4 on the ground. Have a parent/coach at each station throwing passes to players who run different routes and finish by catching the ball while maintaining balance on the 2x4.

Progression: - Repeat the set-up above, but specify that all catches must be made while maintaining balance on one foot on the 2x4 board.

Drill #5: Backpedaling 1 - Have a group of players backpedal approximately 5 yards, the coach stands directly in front of all players and directs them by pointing to where he would like them to break and run (to the left, right, directly back, and forward).

Watch for their reaction time, change of direction and running form techniques.

Drill #6: Backpedaling 2 –

Set-up:

One cone placed 5 yards downfield, with two cones placed at a 45 degree angle 5 yards to the right and to the left, two cones placed at 90 degree angle downfield from the first cone 5 yards to the right and 5 yards to the left, and one cone placed directly behind the first cone or 180 degrees 10 yards downfield.

Have players start by backpedaling to the first cone and cutting/turning to a pre-determined cone. After backpedaling to all pre-determined cones several times, the coach can start to point to a cone as they arrive at the first.

Drill # 7 - The Mirror Drill –

Set-up:

Start by having two players standing 6 feet apart facing each other. Place two cones 5 yards apart. Designate one player on offense and one on defense.

On the whistle have the offensive player slide from one cone to the next and have the defensive player slide and stay with the offensive player. Be sure each player stays in a breakdown position (shoulders pinched back, back straight, knees bent in a sitting position, head up, both arms locked at a 90 degree angle in a holster position near each pant pocket). On the second whistle the offensive player can slide in either direction attempting to reach a cone before their defender.

Progression 1 - Start by setting-up the Mirror Drill, but add two cones 5 yards behind the defensive player and five yards apart. Each player wears a belt with flags. Begin the competition by having the offensive player slide from cone to cone with the defensive player trying to stay with him. On the second whistle, the offensive player attempts to run upfield past the defensive player without having his flags pulled before he passes the cones 5 yards downfield. Defensive player must attempt to stay with the offensive player and can move to pull one of the offensive player's flags on the second whistle. Object is to pull the offensive player's flag before he can get 5 yards downfield. Offensive player must stay within the 5 yard wide area at all times.

Progression 2 - Set-up a 5 yard box marked by 4 cones in the corners of the box. Place a 5th cone in the middle of the box. One player on offense starts at any one of the 4 corner cones. The defensive player starts at the middle cone. The game starts on a whistle, and the offensive player must then attempt to touch as many cones as possible without having one of his flags pulled. Players are free to move in any direction throughout the box, but cannot leave the box and re-enter.



### Do you know the history of flag football?

Modern football and flag football — also called touch football — parted ways in 1905. Until then, it was all one game, played without protective equipment and with virtually no physical restraint. When 18 young men died from the violent play, President Theodore Roosevelt stepped in to bring order to the sport. Modern football, with its rules and protective equipment, was born. But some men never stopped playing the old way, without helmets and shoulder pads, and these were the forefathers of flag football.

### Origins

Webster's Dictionary officially dates flag football to 1933. Not long afterward, by the 1940s, it was all the rage on U.S. military bases as servicemen chose up sides and played against each other. Since America could not send football-battered soldiers into combat, tackling a ball carrier to stop him was replaced with the safer practice of grabbing a flag attached to his clothing. When the flag was taken, the player was stopped.

### First Leagues

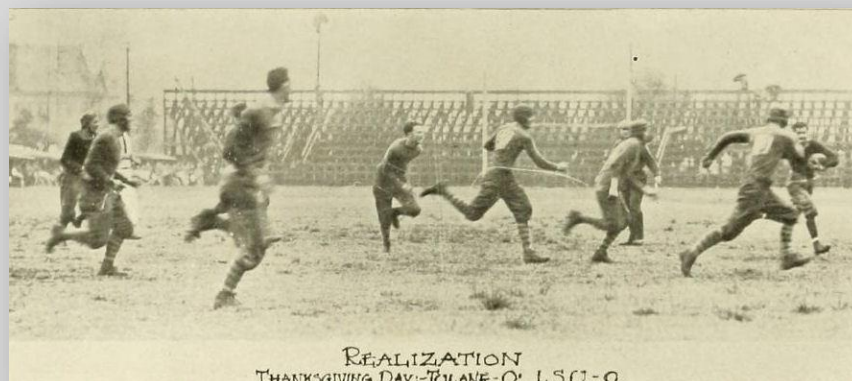
When men left the military and went home to their families, they took flag football with them. The game spread to America's cities and suburbs. Early recreational leagues were in place by the 1950s. A decade later, in the 1960s, the first flag football organization, the National Touch Football League, formed in St. Louis. The NTFL tweaked the rules a little so that a ball carrier was stopped by touching him, eliminating the flags attached to players' clothing.

### College Teams

By the 1970s, flag football had infiltrated college campuses and intramural teams formed, with students at each school playing against each other. The University of New Orleans hosted the first National Collegiate Flag Football Championship in 1979. Two years later, in 1981, the sport opened up to allow schools to play each other when the inaugural National Collegiate Flag Football Championship took place in Shreveport, Louisiana.

### Modern Leagues

The NTFL was still going strong in 1988 when its regional director left the organization to form the United States Flag Touch Football League. In 1989, the United States Flag Football League Semipro formed in North Carolina. Going "semipro" allowed teams to represent their cities and winners to take cash prizes, though they were not actually paid for their play. The American Flag Touch Football League came together in 1991. In 1997, all the organizations joined and formed the Professional Flag Football League, Inc. and flag football went pro. The first PFFL Pro Flag Bowl took place in 1997, and the first PFFL season with a travel schedule began in 1999 with six teams representing Buffalo, Indianapolis, Cleveland, Toledo, Dayton and Columbus, Ohio.



Amenity Athletics will continue to monitor Local, State and Federal communications, guidelines, recommendations and advisories regarding the Coronavirus Disease 2019 (COVID-19).

\*The below are recommended for any parent, guardian, or player participating in Amenity Athletics Recreational programs.

### **For Parents**

- Please check your child's temperature before bringing them to a practice or to a game.
- Please adhere to social distancing during practices and games. If you feel like you cannot do so, please stay in your car.
- Sanitize or clean all of your child's clothes and equipment before and after each game and practices (cleats, ball, shin guards, etc.);
- Please wear a mask during practices or game days if social distancing is not possible.
- Please let Amenity Athletics know immediately if your child becomes ill for any reason. Please reach out to TCallahanAmenity@gmail.com
- Please provide personal sanitizer to your child for practices and games.

### **For Players:**

- Please wash your hands before and after practices and games.
- We would like to encourage all players to wear a mask before and after practices and games.
- Please do not touch anyone else's equipment, water, snack, or bag. \*Bring your own water bottle to all practices and games.
- We would like everyone to please practice social distancing when not playing or off the fields and place bags or equipment at least 6 feet apart.
- Please no group celebrations, high fives, shaking hands, hugs, etc.

### **For Coaches:**

- Please help Amenity Athletics to ensure health and safety of the athletes.
- Please ask players how they are feeling. If someone does not look healthy please speak to their parents and see if sending them home might be the best decision.
- Please continue to follow all state and local health protocols.
- Please make sure all players have their own equipment, water bottle, shoes, etc.
- Coaches or Assistant Coaches should be the only one handling team equipment during practices and games.
- Please maintain social distance during practices and game days. If you feel you can not maintain social distancing, we suggest wearing a mask.
- Please sanitize team equipment after practices and/or game days.



## COVID Update

### **For Spectators:**

- Limit the number of spectators for your child to 2.
- Upon arrival, watch games only from the sidelines.
- Wear a mask if unable to adhere to social distancing guidelines.
- Maintain social distancing guidelines while spectating games, staying 6ft away from other spectators.
- Leave the field area as soon as the game concludes.
- We also recommend that parents or guardians bring their own seating when spectating games and avoid bleachers or public seating when possible.
- Please arrive no sooner than 15 minutes before game time and please do not remain on the field after the game.

### **For Referees:**

- Wear a mask while at the fields, except while refereeing games.
- Ensure that no more than 2 coaches/managers are present in each team's bench area.

### **Player Protocols Following Confirmed or Suspected Case of Covid-19**

- Inform your coach and email Tim Callahan at [TCallahanAmenity@gmail.com](mailto:TCallahanAmenity@gmail.com) immediately.
- Person cannot attend Amenity Athletics games or practices until:
  - 14 days have passed since symptoms first appeared OR Negative results of an FDA authorized COVID-19 test from at least two consecutive respiratory specimens collected 24 hours apart (two negative specimens).

### **Player / staff with confirmed COVID-19 who have not had any symptoms:**

- Inform Tim Callahan at [TCallahanAmenity@gmail.com](mailto:TCallahanAmenity@gmail.com) immediately
- Person cannot attend games or practices until:
  - 14 days after date of their first positive COVID-19 test, assuming no symptoms since that time OR negative results of an FDA authorized COVID-19 test from at least two consecutive respiratory specimens collected 24 hours apart (two negative specimens).

### **Protocols Following Exposure to a Suspected or Diagnosed Case of COVID-19**

- Take your temperature if symptoms develop.
- Practice social distancing. Maintain 6ft of distance from others and stay out of crowded places.
- Follow CDC guidance if symptoms develop.
- Stay at home until 14 days after your last exposure; monitor for any symptoms consistent with infection during this timeframe.
- Check temperature twice a day and stay away from people who are at higher-risk.
- If asymptomatic after 14 days since last exposure, they can return to participation.

### **Amenity Athletics will continue to:**

- Keep up to date with Local, State, and Federal Regulations and distribute protocols accordingly.
- Communicate regularly with all coaches throughout the season in order to implement plans to notify teams of any situations where someone may have been exposed to someone who has tested positive for COVID-19.
- Educate all staff on protocols and requirements, including state and local regulations, CDC recommendations, and other necessary information.
- Ensure adequate field space for social distancing.

Calling all local businesses! Amenity Athletics is now looking for businesses that would like to partner up for the upcoming 2021 seasons!

Monetary sponsors will be eligible to receive:

- Logo placement on our website
- Logo placement on player's jerseys
- Advertisements within our digital newsletter
- Tent setup on game days

We have sponsorship opportunities available at multiple levels. If your business is interested in advertising within our digital newsletter or being a partner with Amenity Athletics at any level please reach out to Solveig Hackleman at your convenience at [Shackleman@vestapropertyservices.com](mailto:Shackleman@vestapropertyservices.com).

AMENITY ATHLETICS

Next Issue: Soccer and Basketball Deep Dive

