

# AMENITY

# ATHLETICS

THE LEAGUE THAT YOU CAN WALK TO



## Spring is busy with 2 sports!

Amenity Athletics has a busy couple of months ahead of it. We started 3 v 3 basketball and Spring Soccer at the end of March and both leagues are going very smoothly so far. We appreciate all our families who stay loyal to us each season and welcome in all new families that are with us!

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



@AmenityAthletics



@AmenityAthleticsJax



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

## Summer!

To Amenity Athletics Families:

Due to an overwhelming response this past Winter, we are happy to announce we will be starting a Summer Youth Flag Football league this Summer starting in June!

More information including registration will be released within the next 10 days, but we are very excited that so many families want to play with us this Summer. We know weather in the Summertime can be hot and sometimes unpredictable, but we are ready to tackle it every step of the way with you. We are hoping that a Summer league also brings in new players that usually cannot participate with us in the Winter due to school obligations.

As you can see, we are growing rapidly and continue to consider your suggestions as we embark on this journey of expansion. We have already worked on the following based on the survey we conducted last Fall:

- Coaching Guides for All Sports
- Food Trucks at Bartram Springs have continued
- New sports and additional seasons to already existing leagues
- New designs to our Soccer jerseys
- Conversations continue at RiverTown about marketing our programs more directly to residents
- Stronger communication with Amenity Managers regarding practice schedules at facilities
- Soccer league academy and clinics are on the way starting in the Fall

Please continue to email me your ideas at your convenience. I am excited for all the feedback I receive on a regular basis and look forward to a great 2021!

Regards:

Tim Callahan  
League Director  
TCallahanAmenity@gmail.com







**AMENITY ATHLETICS**

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## YOUTH SPORTS WEEKEND

FRIDAY, APRIL 9 & SATURDAY APRIL 10 AT 7:00PM

SUNDAY, APRIL 11 AT 3:00PM

Cheer on the Jacksonville Icemen with your Amenity Athletics family all weekend long! Each athlete that comes to the game will receive a \$5 gift card to Daily's and be welcome post-game on the ice to take shots on the net!

**TICKETS: \$20/PERSON**

\*Does not include taxes or fees. Tickets normally \$30

To purchase tickets and see how you can have the opportunity to meet Myles Jack, Visit:

[Jaxicemen.com/amenityathletics](http://Jaxicemen.com/amenityathletics)

For Questions or Accessible seating, Contact:

**Carli Faust**

Business Development Manager

Call/Text: 224-433-9321

Email: [Carli@jacksonvilleicemen.com](mailto:Carli@jacksonvilleicemen.com)



## Food Trucks

Bartram Springs continues to have Food Trucks on Saturday mornings on Soccer Game days!

April 10<sup>th</sup>: Ground of Grace



April 17<sup>th</sup>: The Fried Egg



April 24<sup>th</sup>: Rad Ringos

May 1<sup>st</sup>: Rad Ringos

May 8<sup>th</sup>: Rad Ringos

May 15<sup>th</sup>: Rad Ringos and The Fried Egg





## Picture Day

Soccer and Basketball picture days are this week!

**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

**Metal Bag Tag**



Item #18

**Koozie**



Item #19

**Flashback Photography**  
Studio & More  
904-269-1938

**NEW ITEMS**



Item #20

### 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

### Questions

1. What player spent his entire career with the Pistons, scored over 16,000 points, and recorded over 1,300 steals?
2. NBA players Boris Diaw, Nicolas Batum, and Dominique Wilkins were all born in which country?
3. Which player started with the Milwaukee Bucks and then played his final 14 seasons with the L.A. Lakers?
4. Which country was Steve Nash born in?
5. What college did Michael Jordan attend?
6. What was the most famous nickname for Sam Perkins?
7. Which player was drafted out of St. Johns in 1999, is known for earning numerous technical fouls, and is an excellent defender at the forward position?
8. Who was the NBA's all-time leading scorer at the end of the 2001 season?
9. Who is the only player to score 100 points in a single game?
10. Jeff Hornacek was a reliable shooting guard who helped the Jazz reach two NBA finals in the 1990s, but which team did he begin with?
11. Which player won eight NBA championships with the Boston Celtics and was drafted in 1956?
12. Which player did the Los Angeles Lakers give up for Kobe Bryant?
13. What city is the famous Dallas Maverick Dirk Nowitzki from?
14. Which member of Michigan's "Fab Five" spent his first two seasons with Denver and eventually made his way to the Indiana Pacers? Which country was Rick Fox born in? Canada
15. Who was the all-time NBA leader in assists at the end of the 2001 season?

### Answers

1. Joe Dumars
2. France
3. Kareem Abdul-Jabbar
4. South Africa
5. University of North Carolina
6. Big Smooth
7. Ron Artest
8. Kareem Abdul-Jabbar
9. Wilt Chamberlain
10. Phoenix Suns
11. Tom Heinsohn
12. Vlade Divac
13. Wurzburg, Germany
14. Jalen Rose
15. John Stockton



## Bball Top 5

### Top 5 Basketball Point Guards of All Time

*Magic Johnson*

*Los Angeles Lakers (1979-91, 1995-96)*

*Honors*

*Three-time MVP (1986-87, 1988-89, 1989-90), three-time Finals MVP, 12-time All-Star, 10-time All-NBA selection, Hall of Fame*

*Championships*

*5 (1980, 1982, 1985, 1987, 1988)*

*Career stats*

*19.5 PPG, 7.2 RPG, 11.2 APG, .520 FG%*

*Oscar Roberston*

*Teams*

*Cincinnati Royals (1960-70), Milwaukee Bucks (1970-74)*

*Honors*

*MVP (1963-64), 12-time All-Star, 11-time All-NBA selection, Rookie of the Year (1960-61), Hall of Fame*

*Championships*

*1 (1971)*

*Career stats*

*25.7 PPG, 7.5 RPG, 9.5 APG, .485 FG%*

*John Stockton*

*Teams*

*Utah Jazz (1984-2003)*

*Honors*

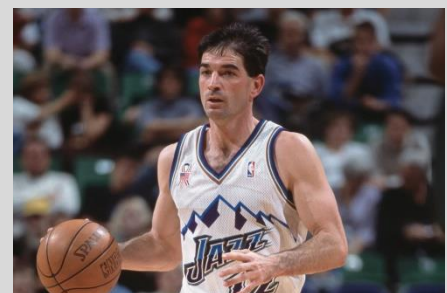
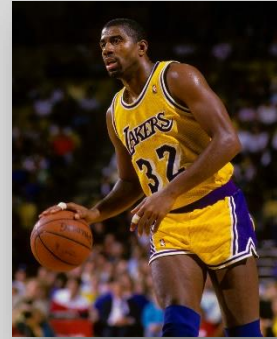
*10-time All-Star, 11-time All-NBA selection, five-time All-D selection, Hall of Fame*

*Championships*

*None*

*Career stats*

*13.1 PPG, 10.5 APG, 2.2 SPG, .384 3P%*





## Bball Top 5

*Stephen Curry*

*Teams*

*Golden State Warriors (2009-present)*

*Honors*

*MVP (2014-15), two-time All-Star, two-time All-NBA selection*

*Championships*

*1 (2015)*

*Career stats*

*21.6 PPG, 4.2 RPG, 6.9 APG, .441 3P%*



*Isiah Thomas*

*Teams*

*Detroit Pistons (1981-94)*

*Honors*

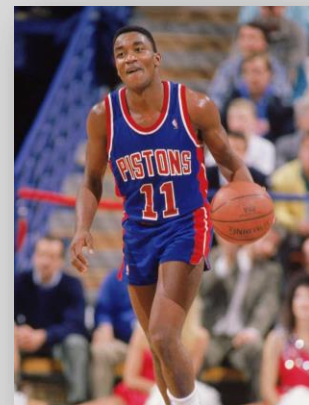
*Finals MVP, 12-time All-Star, five-time All-NBA selection, Hall of Fame*

*Championships*

*2 (1989, 1990)*

*Career stats*

*19.2 PPG, 3.6 RPG, 9.3 APG, 1.9 SPG*



Always stay focused. Always  
give and try your best.

Tommy Hilfiger

quotefancy





# SOCCER FACTS

Soccer Was Invented in England Around 1863

Each Team Must Have 11 Players

FIFA Was Founded in **1904**



Players Aim to Score Goals Without Using Their Hands



FIFA Has More Members than the United Nations



FIFA World Cup and the Olympics Feature Intercontinental Play



US Open Cup is the Oldest American Soccer Championship



Beckham is the Only English Player to Score in Three World Cups



The US Women's Team Has Most Olympic Soccer Wins



Confederations and Leagues Host Championships



LA Galaxy Holds MLS Record For Longest Winning Streak



Los Angeles Galaxy Has Most MLS Cup Wins



Landon Donovan Leads MLS in Goals

The MLS Supporters' Shield Goes to the Team with the Best Season Record



Three-way Tie for Most Goals in a Season



Pelé Holds the Most World Cup Championship Wins

Over 200 Teams Attempt to Qualify for the World Cup

The World Cup is the World's Most Popular Event

### **5 Training Mistakes Slowing Down the Progress of Youth Soccer Players**

(Credit: stack.com)

#### **Moving on From Fundamentals Too Fast**

Not giving young soccer players the time to master their fundamentals sets them up for failure. If they don't have a mastery of the basic skills, how can we expect them to execute them during the chaotic nature of a game?

"Repetition is the mother of learning." It's a coaching mantra I have followed my entire career. When it comes to mastering the fundamentals, there's simply zero replacement for putting in the repetitions.

Take the drill above, for example. You may find a kid has to perform those initial progressions over and over and over again before they're able to master it. That's OK! Repetition should be a staple of their ball mastery programming.

So that brings me to this challenging question: You know that 8-year-old attached to a speed harness while dancing through agility rings while volleying the ball back to his technical trainer? Is that effective?

Moreover, what are they working on here? Volleys? Footwork? Both? Why the speed harness? Has the kid mastered the volleys yet to be able to do them with resistance? Also, what is the point of the speed harness? That's a lot of questions raised by a single drill, and I'm not sure all of them have convincing answers.

Now this isn't to say these trainers are wrong, but your best bet is choosing one or two skills, whether that is passing or first touch or volley technique, for a kid to hone in during a session or maybe even over several sessions.

Once the player has technique down, move on to more advanced progressions. But you may find that the flashiest drills have little ability to carry over to the game. Again, listen to Cruyff: Keep. It. Simple.

#### **Ignoring Full-Body Strength and Balance**

Youth soccer is full of varying body types, stages of maturation and physical abilities. Across the board kids should start by learning how to control their own body weight efficiently. Not only does this help with preventing injury, but functional strength and balance are key to executing the technical aspects of the game.

Better balance equals improvement in:

- Being able to plant the foot for a clean strike on goal
- Being able to plant the foot and explode out of a 1v1 move
- Being able to land on one foot after going up for a head ball
- Being able to withstand force and stay injury-free

Expounding further, better functional full-body strength equals improvement in:

- Increased maximal speed
- Increased change of direction ability
- Improved shooting
- Improved acceleration and deceleration
- Increased confidence
- Improved body composition

For youth players, training doesn't mean signing a kid up for CrossFit. To start out, they can build total body reflexive strength by doing simple bodyweight drills such as this drill as well as the one shown above:



## Training Mistakes

(Credit: stack.com)

### Not Enough Technical Training Under Pressure

Ball mastery skills are critical for confidence on the ball, but in order to make them transferable to the game, they need to be progressed with pressure situations.

If a kid has a high training age, meaning he or she has been mastering his technical game with a trainer or coach for several years, it is time to up the ante for his or her continued development.

At this point, I don't care if they can do a static scissors move anymore. Now, can they do it with a defender pressuring them? Can they do it organically in the flow of a real game situation?

Funny enough, I've seen players who can perform a move perfectly while standing still, but when performing them on the run against a defender, they crack under the pressure. Once the fundamental movement has been mastered, it must be progressed so the athlete can execute it under pressure.

### Ignoring Recovery Windows

This much I know: Soccer is now a year-round sport for many kids.

In fact, I'm not sure what the word "offseason" really means anymore. Indoor. Outdoor. High school ball. Futsal. Camps. College ID camps. It is an exhausting list of soccer shenanigans that can lead to a few things:

Mental burn out

Overuse injury

Loss of passion for game

Exhaustion

Stress

Decreased social life

Remember, sometimes kids need to be kids. Studies have found some not-so-great associations with early specialization, but if you are going to specialize, you need to build in some time off throughout the year. I think it is fair to say taking 1-3 months off of soccer in a year will not deplete a child's skills or capacity to play the beautiful game. In contrast, that time off will allow them to regain zest for the sport, reduce their chance of overuse injury and give them time to just enjoy life as a kid.

### Not Playing Pick-Up Soccer

Sure, team practices and organized drills are great for teaching moments and ensuring kids learn. But more often than not, kids need to be playing in a more "unorganized" environment to complement and develop this organized training.

Many of the best soccer players in the world came up playing hours of pick-up soccer a day during their childhood.

No drills. No cones. No rules. No limitations.

Pick-up soccer inspires creativity, improves spontaneous decision-making, rewards team-focused play, and allows players to practice skills in game-like situations without the pressure of it being an actual game.

Pick-up soccer also encourages kids to get outside, play, and be carefree. No more video games, SnapChat, or Instagram. Just the ball, a field and good times.

So there you go. These five mistakes are some of the most common that I see when I look across the youth soccer landscape. The good news is they're simple to fix. Focus on mastery of the basics over flashy drills, strive to build great balance and functional bodyweight strength instead of impressive weight room numbers, allow kids time to recover throughout the year, and encourage lots of participation in pick-up games. These simple steps will help youth soccer players stay on a path of steady improvement and gradually enhance their improvement on the field.

### **5 Coaching Tips Every Youth Coach Needs to Hear**

(Credit: sportssignup.com)

#### **1. It's only rec—it's only rec!**

Youth sports have changed over the decades—there was a time when kids played a sport only in the appropriate season, never traveled (except maybe for all-stars), and didn't near-bankrupt their parents to play. A divergence occurred this century between competitive-level play (for serious players often competing year-round) and recreational leagues (for just about everyone else). The ultimate goal of rec sports shouldn't be a championship at all costs, but rather, learning the game, being athletic, understanding the concept of teamwork, and having fun. Some youth coaches forget that or ignore it altogether. So let's reiterate it here one more time: "It's only rec!" If a player doesn't get a hit all season but had the time of his life, his season (and yours) was a success. If you don't win many games but the players improved from week to week, again, you can also declare success. Keeping winning and losing in perspective at this level is imperative.

#### **2. Don't try to do everything on your own**

Many youth coaches are great with the kids but find themselves overwhelmed when dealing with all the other things that go into running a team. They don't ask for help, or they turn help down because maybe they don't want to impose on others ... and before these coaches know it, they are in over their heads. Coaching shouldn't leave you frazzled, so don't try to do everything on your own. Enlist parents to compile snack schedules, keep score during games, upload pictures to the team website, send emails to other parents, and so on. And if someone wants to help with practice and games, take them up on the offer—with younger kids who aren't as inclined to always pay attention to you, every extra adult helps.

#### **3. Be nice to the officials**

Even the best youth coaches find themselves occasionally disagreeing with referees and umpires. Parents are no better—the same coaching survey cited earlier found that 95 percent of coaches have seen a parent yell at a ref during a game. These conflicts often occur from coaches who want to do right for their players, but here's the problem: Kids pick up on your yelling—easier than you think—and start complaining, too. Your players might not directly scream at an official, but they might start thinking they were treated unfairly and, in turn, display poor sportsmanship themselves. Set a good example and bite your tongue as much as possible, if not always. Remind the kids that their play determines an outcome of a game, not the ref. And always go out of your way to thank the official after the game.

#### **4. Keep it fun**

The best way that young athletes learn a sport and improve is by having fun at the same time. If your practices are constant repetitive drills and wind sprint upon wind sprint, kids are going to view the sport as a chore rather than something joyous. The younger the player, the more fun you should work into your practices. Again, this is rec, and the goal is the whole child, not an undefeated season.

#### **5. Expect respect; show respect**

Kids, by definition, are immature. Expecting them to be perfect angels for every practice and game is unrealistic. However, this shouldn't mean that they can be disrespectful and not listen to you at all. Don't beat yourself up if you have to stop practice and send unruly kids running—or even sit them down for a few minutes. In return for this respect, you must show some back. Getting angry with misbehaving players is one thing; yelling at them because they didn't get a play right is another. As rec players, kids are going to screw up—often. The older the player, the greater the expectation, but always strive to maintain your perspective, and remember: These are just kids.



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).



positive mind.  
positive vibes.  
positive life.