

# AMENITY

# ATHLETICS

THE LEAGUE THAT YOU CAN WALK TO



Summer is almost over, which means Fall is around the corner! We had 234 participants in our first ever Summer Flag Football League. Thank you to all the kids and parents who pushed through the heat and “occasional” rainy weather all season long. We also appreciate the food trucks that continue to serve our league on Saturdays at Bartram Springs.

Fall Soccer and Basketball registration are going strong, and we couldn't be more thrilled for the upcoming 2021 Fall season. Several new communities have joined us, and we continue to grow at a steady rate year by year. Offering six seasons now, Amenity Athletics is bigger now than it has ever been.



@AmenityAthletics



@AmenityAthleticsJax



AmenityAthletics.com

## Fall Athletics

To Amenity Athletics Families:

Our biggest hurdle recently has been mother nature. Summer weather has been typical for North Florida this season, hot and rainy. Luckily, the weather did not affect our Summer football schedule much and we were able to keep moving forward week by week. As we get further into Hurricane season, our admin team will keep an eye on the radar and adjust accordingly.

Fall will bring us our second Basketball season. We have made some adjustments accordingly to what we learned in the Spring. Our season is now six weeks instead of 8 and the cutoff age for the league is 13 years old. Please don't forget, volunteer coaches are a largely important part of a successful season. Basketball can be an intimidating sport to coach if you do not have a lot of experience with it, however we provide all coaches with a guide and plan on holding several coaching sessions lead by myself. Don't hesitate to reach out to me if you need advice or help with structuring your practices or team for game time. Games this season will be split between Bartram Springs, Heritage Landing and Julington Creek Plantation. More information will be sent about this soon.

Soccer will proceed as normal with 8 weeks starting late September and will end two weeks prior to Thanksgiving. Game locations will be at Bartram Springs and Heritage Landing as usual, and we will post the schedules after all teams are created. We would like to extend a huge thank you to Lenny Gillette, Referee Coordinator for many years. Lenny was a huge part of our success over the years, but unfortunately is moving outside of the Jacksonville area and will not be continuing with us. We wish him the best of luck in whatever he pursues in the future! I will be stepping in to coordinate referees for this coming season and hope to make Lenny proud.

Thanks again for being a part of Amenity Athletics. If there is any suggestions or questions you have, please don't hesitate to reach out.

Regards:

Tim Callahan  
League Director  
TCallahanAmenity@gmail.com



## Picture Contest



We love your pics! These are some pics that were sent to us from the Spring Basketball season. If you have anything you would like us to post on our website, social media or newsletter please send to us to [AmenityAthleticsPics@gmail.com](mailto:AmenityAthleticsPics@gmail.com). Please use this email for picture submissions only.

We would like to thank Y Lean Consulting LLC for sponsoring our picture contests during the first four weeks of our Fall Soccer season. Submit pictures during the weeks of 9/25/, 10/2, 10/9 and 10/16 for your chance to win a gift card.



Are you ready to optimize your business?



Being an Innovation leader is one thing, how to stay a leader in the long run is another...

Y Lean Consulting provides services for businesses in the Medical, Industrial, IT and Construction environment by applying Lean methodologies. We believe the most dangerous waste is the waste we do NOT recognize. At Y Lean Consulting we transform waste into profit.

Continued improvement should be a priority no matter what business or profession you are in and we are here to help you. Our goal is to drive your business productivity, quality, and customer satisfaction to a higher level.

Efficiency is the key to success. You are welcome to connect with Y Lean Consulting. We are located in historical St. Augustine, Fl.

Call us: 803-526-0103 or  
Email: [yohannes@y-lean.com](mailto:yohannes@y-lean.com)

[www.y-lean.com](http://www.y-lean.com)

# Picture Day

**Flashback Photography** will be there to capture your child's season memories.  
 "So that when you look back, you'll remember!"

**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



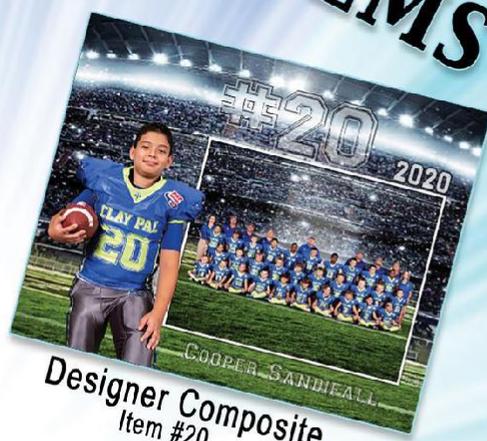
**Metal Bag Tag**  
 Item #18



**Koozie**  
 Item #19



**NEW ITEMS**



**Designer Composite**  
 Item #20

904-269-1938  
© 2019 Flashback Photography

**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>			
<small>Photographer use only below</small>			
<small>Initials</small>	<small>Frame</small>	<small>Frame</small>	<small>Frame</small>

## Bball Videos

Here are some of our favorite YouTube Youth Basketball Videos:  
(Click the link for video)

### [One Up Basketball Training](#)



### [Howard Elite Basketball](#)



### [Get Handles Bball Training](#)



### [Coach Lyonel Anderson](#)



### [Basketball Xchange](#)



### [eBasketball Coach](#)



[IMG Academy](#)



[1X1 Sport](#)



[Progressive Soccer](#)



[Simply Soccer](#)



[Become Elite](#)



[KS Performance](#)



## Youth Soccer Gear: Basic Needs

(Credit: momteam.com)

1. Soccer Cleats: Soccer cleats, or what the English call "boots," are like baseball or softball cleats but the cleats are short and made of rubber (metal cleats are not allowed). Up to the age of 8 or 9, a child doesn't even need soccer shoes and will do perfectly fine in any type of athletic shoe, as long as it fits and provides good support (note: shoes which have been handed down too many times may become unstable and no longer capable of providing the support a young player needs). Remember, your kids grow out of shoes fast, so check often to see if it is time to replace their shoes. Also, never tie your child's laces around their ankles.
2. Shin Guards: Soccer is definitely a contact sport. Shin guards help reduce the chance of injury to the shin (tibia), the third-most likely area of the body to be injured playing soccer, according to a recent study.
3. Water Bottle: Experts advise your child to drink fluids, preferably sports drinks, before, during and after practices and games, even in the cold weather, to avoid dehydration, or worse yet, heat illness. Your child should have his or her own personalized water bottle and needs to be reminded to drink 5 to 9 ounces (10 to 18 1/2 ounce "gulps") every 20 minutes during activity. Younger children should be given water bottles with marks on the sides showing how much they should drink each time or told how many "gulps" to drink.
4. Uniform: Team shirts or full uniforms are usually provided for free, or the cost is included in the registration fee.
5. Socks and Shorts: You'll need to buy long socks to cover your child's shin guards **We recommend black socks.**
6. Practice T-shirts and shorts.
7. Soccer ball: For practicing at home. Remember: soccer balls come in different sizes. Make sure to get the size ball your child is using in games and practices.

### U5 ,U6, U8

Size 3 ball

### U10, U12

Size 4 ball

### U15

Size 5 ball

1. **A Basketball** - Naturally, the first priority is to get a basketball for your kids. Ensure the ball you buy is age-appropriate as this will have a big impact on how they play. It is advisable for younger players to shoot a smaller basketball and use a lower rim as this will help them develop good technique. The best form is when a player keeps the shoulders square and uses their legs to generate the power needed to make their shot. However, when the ball is too heavy, young players tend to sacrifice good form and twist their shoulders in an attempt to make a successful shot. Basketballs come in a variety of sizes, ranging from 1 to 7, which are assigned on the basis of the ball's circumference. Even small size variations can cause a significant difference in how children handle themselves on the court. Start off your smaller children with a small ball and short rim to help them boost confidence and develop good form. As they grow older, you can buy them progressively bigger basketballs, as befits their size.

2. **Basketball Hoops** - Getting your kids a basketball hoop is just as important and necessary as the ball. The two are the key elements of a basketball game. Everything else is secondary. Having a hoop to practice on will help your kids improve their accuracy, keep them active and healthy, and boost their self-confidence. It goes without saying that your children cannot play basketball using the same hoop as you. They simply aren't tall or strong enough to make the shot. If you want them to learn how it feels to dunk like LeBron, get them a hoop that is appropriate for their size. You can also make adjustments to the rim you already have. The rim is the orange ring attached to the backboard. It is what you dunk on, and the net hangs from it. Below is a guide on how high the rim should be, depending on the child's age:

- 6 ft rims: 5 to 7 years old.
- 8 ft rims: 8 to 10 years old.
- 9 ft rims: 11 years old.
- 10 ft rims: 12 years or older.

3. **Basketball Uniform** - If your kids are playing basketball competitively in school or neighborhood leagues, a uniform is essential. Even for children who are not playing basketball competitively, a uniform is a good investment because it will help them take the game more seriously. The basics are shirts or jerseys, either for practice or game time. They also need shorts, socks, and possibly tracksuits and jackets. Accessories such as wristbands are also fun and cool for kids to wear.

4. **Basketball Sneakers** - If there is one piece of gear that can really boost your kid's basketball game, it's sneakers. Don't compromise and buy running shoes or tennis shoes. Basketball shoes have certain inbuilt advantages that make them uniquely ideal for the basketball court. For instance, basketball shoes have high tops and are stiff and bulky while running shoes are small and light. It is this stiff, high-top design that ensures your child's ankles are protected, enabling them to make abrupt starts and stops while playing. Basketball is a very fast game and involves lots of sudden changes in movement. Basketball shoes are built to absorb the resulting impact, and in this way protect a player's joints, knees, and even spine. Furthermore, basketball shoes have traction patterns on their soles which ensure players don't slide or slip when they are running across the court.

5. **Basketball Bag** - The best thing about a good basketball bag is that it solves the question of where to put the ball. This is a great advantage when your kid wants to go out and play basketball with his friends. In addition, it's convenient for storing their basketball uniform when they are going somewhere like school where they can't just show up in their basketball jersey and short. They can also store their headphones, first aid kit, water bottle, mouth guard, and any other basketball gear they need. Accordingly, the right bag should provide enough space to store anything your kid requires, including personal items like phones or wallets. Your two main options are a backpack or a duffel bag. However, if you want your kid to enjoy the advantages of both bag types, you can get a combination bag. Combination bags come with straps that give your kid the choice of whether they want to carry the bag on their back or over their shoulders.

- 1.) **Have fun:** Coaches need to remember that their youth athletes are kids, and kids want to have fun. Kids aren't going to dedicate time to a sport if they aren't enjoying the process. As stated on TheCoachesSite.com: "Every skill or drill you teach should be fun and relevant. Young athletes tend to switch off when they start to get bored." To keep practices diverse and fun for kids, coaches should try new drills and be able to teach skills in various ways to keep training sessions fresh.
- 2.) **Practice with a purpose:** It's important for coaches to make the most out of their team practices and to make sure the training sessions are organized. To be effective and to keep the players engaged, coaches should have a plan as to what skills will be addressed and how drills will be conducted. Practice can be so important to player development that legendary basketball coach John Wooden viewed it as one of the most important parts of his job. "In the end, it's about the teaching, and what I always loved about coaching were the practices. Not the games, not the tournaments, not the alumni staff. But teaching the player's during practice was what coaching was all about to me," Wooden said.
- 3.) **Be positive:** Young athletes want to be around positive people. It's important for kids to develop confidence and feel like they are in a secure and supportive environment. TheCoachesSite.com suggests, "It's important to project a positive belief in the child, in their strengths, and in their capacity to overcome obstacles and pursue personal goals." Creating this positive culture will help athletes develop as players.
- 4.) **Get to know the athletes:** To better engage with his or her players, it's important for a coach to get to know each athlete on an individual level. This will allow the coach to become familiar with each player's individual strengths and weaknesses, and also enables the coach to understand each player's personality and learn what motivates him or her. According to Psychology Today, "The better you get to know children, the better you can understand their strengths, limitations, and needs. This helps in adapting instruction to the child's level of ability."
- 5.) **Establish parent/coach relationships:** While coaches might think their job starts and ends with their players, it also includes each athlete's parents. TheCoachesSites.com says, "This helps build a trusting relationship, and helps to keep reality in perspective regarding their kids." Dealing with parents and communicating with them effectively and regularly is part of the coach's duties and is important to make the team – and its players – successful. For more tips on parent communication.
- 6.) **Ensure players show good sportsmanship:** While it's important for coaches to teach athletes skills, it's just as important for them to instruct their players on the rules of the game, and how to play with good sportsmanship. Following rules, playing safely and with integrity, and showing respect to opponents are skills athletes will need for the rest of their lives, both on and off the field.
- 7.) **Show the importance of hard work:** Coaches set the model for their players by showing the benefits of hard work. Coaches can teach players how putting in practice and following through with their commitments can benefit them in their sport, and in their everyday lives.
- 8.) **Don't over-coach during a game:** When the game is underway and coaches find the need to change the game plan or strategy, it can be tempting for them to overcomplicate their instructions to their youth players. According to USLacrosse.org, "Too often coaches want to start from scratch in the heat of the moment." This risks confusing the young athletes and causing frustration.
- 9.) **Don't show disappointment:** It's important for coaches to avoid showing their disappointment and frustration in front of their players. USLacrosse.org states, "Your team is looking for positive energy and you need to show them that you believe in them." If coaches show their emotions and get down, that will rub off on their players. The young athletes will lose motivation and will stop playing to their full potential. Instead, coaches can show the players *how to overcome disappointment and setbacks*.

## COVID - 19

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**

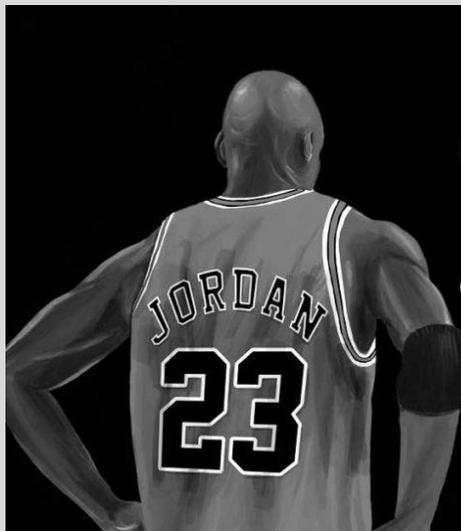
- Take your temperature if symptoms develop.
- Practice social distancing. Maintain 6ft of distance from others and stay out of crowded places.
- Follow CDC guidance if symptoms develop.
- Stay at home until 14 days after your last exposure; monitor for any symptoms consistent with infection during this 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.

EVERY DAY IS  
A CHANCE TO  
GET BETTER

ITS GO TIME!



OBSTACLES **DON'T** HAVE TO **STOP YOU.**  
IF YOU RUN INTO A WALL,  
**DON'T** TURN AROUND AND **GIVE UP.**  
**FIGURE OUT HOW** TO CLIMB IT,  
**GO THROUGH IT, OR WORK AROUND IT.**

- MICHAEL JORDAN  
FEARLESSMOTIVATION.COM