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I have run my own business for the past 19 years, including staffing, contracts, and financial management. Fostering constructive working relationships has been key to my success in meeting client needs.

As the owner and founder of Nicholson Facilitation & Associates, LLC, I am an International Association of Facilitators (IAF) Certified Professional Facilitator (CPF), visual/graphic facilitator, Certified Assessor, and trained mediator in private practice in Snohomish County, Washington. I offer over 35 years' experience in organizational development and non-profit organization management. I hold a BS in Forest Resources and a Master's in Public Administration and non-profit management.

My experience in sport spans over four decades and includes professional work, playing, and volunteering:

- Consultant to clubs and associations to improve organization operations, including strategic planning and conflict resolution
- Mentor and personal coach for directors of coaching, coaches, and state association leaders in multiple states
- Mediator to help resolve internal and external issues for clubs and associations
- Board member for two youth soccer clubs, including design and facilitation of board, committee, and work group meetings
- Coach for teams at the high school, U12, and kindergarten ages
- Local club work
 - Club operations manager
 - Registrar
 - Team manager coordinator
 - Team manager
 - Field scheduler
 - Referee
 - Referee assigner
- Events management
 - Stadium and press box manager for a men's and women's semi-professional soccer teams
 - Tournament staffing manager for an international youth tournament
 - Site coordinator and operations manager for soccer resident camps
- Soccer player (age 14 - 50+ courtesy of Title IX)
- Mentor on facilitation, communications, and adult learning for coaching education instructors for US Soccer, US Youth Soccer, and NSCAA/United Soccer Coaches courses
- Instructor and workshop designer for coaching and administrator education workshops for The Club Summit, USA Football, US Youth Soccer, multiple state soccer associations, and NSCAA/United Soccer Coaches national meetings and conventions

- Author (SoccerToday columnist and content for other publications and companies)
- Co-Creator of the 2019 International Think Tank to Improve Youth Sports.
- Customer Success Coach for TeamGenius that provides player evaluation software for US Youth Soccer ODP and US Club Soccer ENCL programs.

AWARDS

- In 2018, my work developing GO! resources for youth sports resulted in my being named one of four national finalists for the Innovator of the Year award for Youth Soccer. The award was sponsored by HUDL, United Soccer Coaches, SportsEngine, SKLZ, and Soccer.com I was the only operations professional and non-on field coach to receive the award.
- In 2020, I was inducted into the International Association of Facilitators Hall of Fame.

SOCCKER EXPERIENCE and ACCOMPLISHMENTS

Program Management

- ***Snohomish County FC Steelheads*** men's team community liaison. Successfully negotiated use of the team's first home field stadium. Developed a successful grant proposal to completely fund stadium rental costs for its first season playing in the Western Washington Premier League. (2018-2019)
- ***Rush Soccer*** consultant, trainer, and on-call mediator to support directors of coaching for Rush franchises in the US and abroad in the areas of volunteer management, coaching education, communications, working constructively with parents, and conflict resolution. Formal mediator to successfully resolve conflict between board leadership, paid club staff, and volunteers. (2011-present)
- ***Snohomish County Premier Development Club/Evergreen Soccer Academy*** team manager, board member, and volunteer coordinator for the Evergreen International Tournament. Work included re-branding the club, restructuring the volunteer program, and coordinating tournament operations for over 360 volunteers for a 4-day, 160-team event. Tournament volunteer staffing for 590 shifts of work had an 88% fill rate. (2001-2005)
- ***Football Club Seattle Storm*** program manager responsible for restructuring and managing the 90-person volunteer program for a semi-professional club that provided all stadium staffing on game days at Seattle's Memorial Stadium. The volunteer program had a 98% return rate. (1986-1987)

Organizational Leadership and Administration

- ***Rainier Soccer Alliance*** registrar and field scheduler for a youth club providing recreational and competitive programs in Puyallup, Washington. (2018)
- ***Emerald City FC*** strategic planning consultant and facilitator (2008, 2009, 2013), club executive vice president (2009-2010), residence camp program development and on-site manager (2010-2013), club wide team manager coordinator (2011-2012), WPSL stadium press box manager (2013), and club operations manager and field scheduler (2013-2014). Work included developing the club's first written Team Manager and Coaching Handbooks.

Training and Education

- **TeamGenius** Customer Success Coach offering training and consulting to sports clubs and organizations using TeamGenius software for player evaluation, referee mentoring and evaluation, evaluating coaches, and other organizational feedback processes. Training has included organizational staff in the sports of soccer, hockey, ringette, basketball, baseball, softball, volleyball, and American football from youth clubs in the US, Canada, and Australia. It also has included training for evaluators for one of the US national lacrosse teams. Work also involves the use of HubSpot to track clients, contacts, communications, and information about client needs and upsell opportunities. TeamGenius is currently used by both US Youth Soccer ODP and US Club Soccer ENCL programs.
- **GO! Raise Excellence Think Tank to Improve Youth Sports** co-creator of 2019 online event presenting over 80 sessions in six learning tracks. The event engaged nearly 200 people from five continents and 24 sports from its website and organic social media promotion. It attracted the interest and support of the US Olympic Committee coaching education staff due to the engagement of coaching educators from five national governing bodies. (2019)
- **GO! On Demand** founder and developer of an on-line training and club administration resource offering youth sports organizations proven governance, leadership, and administrative tools. Since its launch in mid-2017, it has fielded inquiries and worked with coaches, clubs, state associations, and leagues in 19 North American states and provinces, as well as others in Europe, South America, Australia, and Africa. The GO! resource library currently contains over 36 training webinars and 60 resource documents. (2017 to present)
- **Presentations and Training Events**
 - **Iowa Soccer Symposium** speaker on team volunteers and an open question and answer session on club operations (February 2021)
 - **The Club Summit** speaker on the addressing the 7 Deadly Challenges of Youth Sports Organizations and how to address dysfunction on boards of directors (February 2020)
 - **Kentucky Youth Soccer Learning University** presenter for sessions on boards of directors and a methodology for assessing and improving club operations. (2019)
 - **USA Football** presenter at annual conference on boards of directors (2019)
 - **US Soccer Foundation Urban Soccer Symposium** presenter for workshop on improving boards of directors (2019)
 - **Minnesota Youth Soccer Association Winter Symposium** presenter on improving club operations and boards of directors for member clubs. Also included individual, focused training workshops for association staff and board members. (2018)
 - **US Youth Soccer Leadership Symposium** clinician for state association directors and presidents on working with boards of directors, assessing and improving organizational operations, and succession planning. (2016 and 2017)
 - **National Soccer Coaches Association of America (now United Soccer Coaches)** annual convention clinician for workshops on conflict resolution and developing in-house coaching education programs. (2016)

- **US Youth Soccer Workshop** clinician for workshops on developing sustainable volunteer programs, integrating club operations, advancing too soon (ability vs maturation vs mindset), increasing the number of women in soccer, and identifying, convening, and managing committee operations (2015, 2016, and 2017).
- **Washington Youth Soccer Coaching Education Program** consultant, trainer, and mentor for directors of coaching, coaching education instructors, coaches, and club officials focused on skill building in conflict resolution, hiring and managing coaching staff, and improving teaching methods and instructional design (2015)

Communications

- **Core Strength: Best Practices Are Not Good Enough. A Practical Guide to Developing the Core Competencies for Successful Youth Sports Organizations.** Forward by Bobby Howe. Book to be published Summer 2021.
- **MaxOne, Player Development Project (Australia), Working with Parents in Sport (UK), Soccer Today, Sports Engine Community, Stack Sports, goalWA, and Northwest Soccer News** contributor for articles on successful sports clubs, volunteer programs, and other administrative and organizational management topics (2017 to present)
- **TeamGenius** Youth Sports Roundtable, webinar series design and facilitation, engaging multiple sports and multiple countries to address the effects of COVID-19 (2019-2020)
- **InitLive (Canada)** webinar and article series on volunteers and tournament management (2019)
- **LeagueApps** webinar series presenter on successful volunteer programs (2018)
- Podcast and Radio Interviews on sports organization management with Dave Briglio (***Making the Play*** and ***Playing in the Gray***) and Glenn Crooks (***The Coaching Academy*** on Sirius XM)

EDUCATION and CERTIFICATIONS

- US Youth Soccer National Youth Diploma (observation & instructor feedback, 2017)
- NSCAA National Diploma course (observation & instructor feedback, 2016)
- NSCAA Director of Coaching Course (guest content & course feedback, 2016)
- NSCAA Special Topics Diploma: The Science of Youth Soccer (2016)
- US Soccer D License Instructional Phase (observation & instructor feedback, 2015)
- NSCAA Club Development Diploma (2014)
- International Association of Facilitators (IAF) Certified Assessor (2007)
- IAF Certified Professional Facilitator (2003)
- Snohomish County Dispute Resolution Center - Professional Mediation Training (1994)
- MPA. University of Washington (1985)
- BS, Forest Resources. University of Washington (1983)

REFERENCES

- **Bobby Howe**, retired Director of Coaching, US Soccer, Washington Youth Soccer, and Emerald City FC; former coach of Portland Timbers and Seattle Sounders; former player for West Ham and Bournemouth, 503-260-0076, rohowe1@outlook.com
- **d'Alary Dalton, EdD**, CEO and President, Alta California Sol (UPSL & WPSL), Santa Maria Synergy (UPSL & WPSL), and Sol Soccer Club, 805-570-0270, dalary@solsoccer.org