



WELCOME TO SOCAL REDS FC!





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“When I first embarked on this journey in 1999, our club, then known as Irvine Lasers Soccer Club, faced a critical juncture. With six teams and parent coaches alongside paid trainers, we recognized the need for a comprehensive analysis of the local soccer scene. Our research uncovered that certain clubs followed a strict regimen, proudly boasting about training their 8-year-olds just like their 18-year-olds. However, I held a different perspective. Therefore, we decided to establish an “age-specific” training program that prioritizes a fun and secure environment, facilitating the growth and learning of all players. Through our approach, we aim to ensure that each individual can flourish and develop their skills.

Our club’s dedication to FUN as a pivotal aspect for players of ALL AGES has been the driving force behind our success for over 20 years. From the very beginning, our motto has been “Fun comes first; success comes naturally.”

Even as we have evolved over time, this philosophy remains at the core of everything we do. The key to achieving this success has been our ability to hire the best coaches who not only create a fun and challenging environment but also use soccer as a means to teach valuable life lessons.

With a membership of over 3000 players, we are proud to have helped hundreds of players achieve advanced levels, including college and professional opportunities.

Our primary goal is to establish the most complete developmental program in SoCal, offering clear pathways for our players to reach the highest levels of US Soccer. Thanks to the dedication of our club members, the outstanding performance of our teams and coaches on the field, and our robust standards and infrastructure, we are confident that our goal will become a reality.

A commitment to hiring top-notch staff and creating an exceptional environment remains unwavering. With our comprehensive coach mentoring and fully funded licensing program, coaches can enhance their understanding of the game and grow alongside our organization. Our Academy and Technical Directors, along with our Director of Coaching, who have over 30 years of experience in curriculum development, will continue to shape and refine our curriculum philosophy. They draw from the valuable lessons learned from previous partnerships and tailor them to meet the unique needs of our SoCal players, resulting in the creation of the SoCal Reds FC DNA. We are committed to providing a professional and tailored approach to our players’ development.

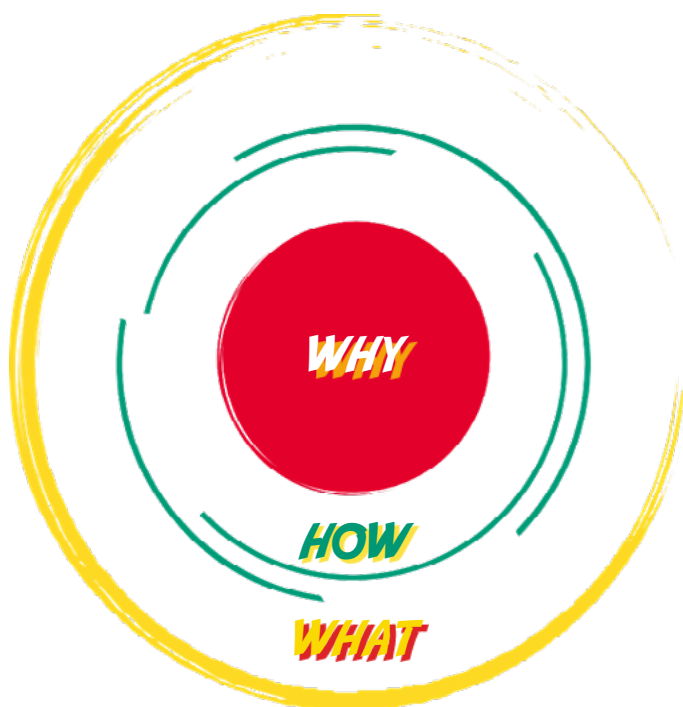
We believe that our success lies in our unwavering commitment to our standards, our exceptional team, our clear vision, and our core values. We are thrilled you have chosen to be part of our club and we look forward to creating unique opportunities and extraordinary experiences with your family.

Welcome to the team.”

Tim Woodcock, CEO - SoCal Reds



THE GOLDEN CIRCLE



WHY

Creating Valuable Life Lessons, Unique Opportunities, and Extraordinary Experiences

HOW

By committing to 10/10 experiences for every player, utilizing parent and staff surveys to guide our decision making

WHAT

The best soccer development program in Southern California with the most complete pathway to the highest levels of US Soccer.

**“WE’LL PROVIDE
THE BEST
DEVELOPMENT
PATHWAY FOR
PLAYERS, BUT
UNDERSTAND THE
JOURNEY IS AS
IMPORTANT AS THE
DESTINATION.”**





OUR CREST

Our crest represents our passion for Southern California



● **GREEN - GROWTH**

The Desire to Grow: Embracing Personal and Professional Development

● **RED - PASSION**

The driving force that fuels athletes: Unwavering dedication and love for the sport that inspires individuals to push their limits, strive for excellence, and experience the pure joy of playing.

● **YELLOW - ENERGY**

The pulsating heartbeat that propels players through each game: Igniting their movements with relentless vigor and fueling the excitement of the game.



The lone seagull is symbol of ambition, of a willingness to fly and be different



The sunset reminds us to enjoy the moment, to reflect on our achievements and to look ahead to the next day

“DON’T BELIEVE WHAT YOUR EYES ARE TELLING YOU. ALL THEY SHOW IS LIMITATION. LOOK WITH YOUR UNDERSTANDING, FIND OUT WHAT YOU ALREADY KNOW, AND YOU’LL SEE THE WAY TO FLY.”

-JONATHAN LIVINGSTON SEAGULL,



SOCAL REDS DNA

PLAYING STYLE

Our playing style is centered around attacking soccer with purposeful possession & quick movements of the ball provided by creative individuals.

Defensively our teams will attempt to deny the opposition space & time through intelligent collective pressing.

When transition occurs, teams will be encouraged to play with a high intensity & aim to regain possession as quickly as possible & attack at speed with an end product.

In order to achieve this, we will look to develop individuals with a winning mentality who can recognize & have an impact in attacking, defending & transitional moments of the game.

CURRICULUM

We develop players technical and tactical aspects of their game while learning key life skills centered around the SoCal Reds Academy core values of Ambition, Commitment, Dignity and Unity.





SOCAL REDS DNA

NON-NEGOTIABLES

COACHES

1. Safeguarding of our players is our #1 priority
2. The SoCal Reds DNA must be followed
3. Always promote the SoCal Reds values
4. 100% effort and application
5. Respect decisions of staff and officials
6. Positive body language
7. Always remember you are representing SoCal Reds

PLAYERS

1. SoCal Reds core values are the ingrained principles that guide the player through their development.
2. Courageous in and out of possession
3. Confident & brave to get on the ball
4. 100% effort and application
5. Respect decisions of staff and officials
6. Positive body language
7. Always remember you are representing SoCal Reds





SOCAL REDS DNA

FIVE GUIDING PRINCIPLES FOR YOUNG PLAYERS

1. PASSION FOR THE GAME

You must be passionate about the game, maintain your enjoyment and remember why you started to play football.

2. DESIRE TO COMPETE

Be Competitive but not to the detriment of your own development, mistakes are a great learning opportunity.

3. CHALLENGE YOURSELF

See every training session and match as an opportunity to improve

4. LEARN THE GAME

To make the most of your talent you are going to have to be committed to working hard.

5. TALENT IS NOT ENOUGH

Become a student of the game, listen to your coach, and ask questions. Watch and study players who play in a similar position to you.





OUR VALUES

The experiences gained at SoCal Reds will have a positive impact in preparing our players for future challenges in life. Being humble in victory, gracious in defeat, accountable for your actions, and taking ownership of your development are vital traits to be successful in life as well as soccer.

OUR CORE VALUES WILL:

- Communicate what is important to allow players to make decisions based on sound principles.
- Reward individuals what they do on and off the field, enabling them to become better people.
- Inspire our players to take positive action.
- Give direction to our behaviors.





AMBITION

- Knowing that dreams are there to be achieved. Nothing is impossible.
- Have the courage to take risks and learn from honest mistakes. It makes us braver next time.
- Pursue ever-higher goals with your feet on the ground.

PLAYER PATHWAY

Clear pathways to the highest levels of US Soccer for both boys & girls.

Realistic aspirations as to players next step. Clear roadmap to progress.

PREMIER PROGRAM

Additional practices designed to enhance technical ability.

- For high achieving players.
- Competitive and challenging environment

MAGIA FUTBOL ACADEMY (FUTSAL)

Building the Technical Excellence Cycle.

- Master the core techniques with practices used at the professional level.
- Build fitness, confidence, pace and 1v1 skills.

PLAYING STYLE

Attacking soccer, purposeful possession & quick movements of the ball.

- Confident in possession of the ball.
- Sustainability, rather than short term gains.

CURRICULUMS

Long term player development.

- Periodised, season long plans, age appropriate and consistent within each age group.
- Consistency of coaching - all following the same curriculum.

“YOU MUST EXPECT GREAT THINGS OF YOURSELF BEFORE YOU CAN DO THEM.” MICHAEL JORDAN



COMMITMENT

- Put your heart and soul into everything—go that last mile to do things right.
- Live by hard graft and continuous self improvement.
- Be proud, professional and enthusiastic in all aspects of the club.

PROFESSIONAL STANDARDS

In line with the requirements of an Elite Leagues Member Club.

- Coaching and on field standards!
- A secure and professional infrastructure.

SATORI BI ANNUAL SURVEYS AND PULSE

Our commitment to 10/10 experience

- Fun and Development is at the heart of what we do.
- Independent and confidential feedback to help us grow.

HIGHLY QUALIFIED LICENSED COACHES

Recruitment of the best coaches available

- Hiring in alignment with our Core Values.
- Trained in the SoCal Reds DNA

DIRECTOR OF COACHING

DOC responsible to maintain excellence in the coaching program.

- Continuity of delivery of coaching program.
- Personal development to raise standards of excellence.

“GOOD IS NOT GOOD WHEN BETTER IS EXPECTED” - VIN SCULLY



DIGNITY

- Earn respect through honesty and integrity.
- Be true to yourself and trust each other to do the right thing in any given situation.
- Treat people well, expect nothing back and the pride will flow.

ABILITY TO INSPIRE

Set the highest personal standards at all times.

Respect, integrity, honesty and initiative at the core of everything we do.

ROLE MODELS

Adult teams provide access to players who have experienced the journey that our kids are now on.

- Real life examples of stories of success.
- Opportunities to play on adult teams.

UNITED SOCCER COACHES

Ground breaking partnership with United Soccer Coaches.

- We are an Elite Member Club
- Personal development opportunities for senior coaches.

COACH DEVELOPMENT FUND

Continuous professional development for our staff.

- A fully funded education program for coaches
- Helps keep coach's knowledge up to date and relevant.

5-STAR COACHING MODEL

Learning - Planning & Reporting
- Observation - Development - Continued Education.

- Coach development plans.
- Honest feedback and evaluation.

"DO OR DO NOT. THERE IS NO TRY." -YODA



UNITY

- Work together to bring the best out of each other, on and off the field.
- Believe in each other's ability and expertise.
- Collaborate for the common good across all our communities.

ANNUAL SOCAL REDS FESTIVAL

Bringing our SoCal Reds Community Together

- Enjoyment beyond playing the game, enhancing the experience.
- The journey is important, not just the end result.

PLAYER PERFORMANCE REVIEWS

Player performance reviews and conferences.

- Understand areas of excellence and areas for development.
- 2 way communication between player and coach.

COLLEGE PROGRAM

Director, college fit finder and events to support families.

- Players understand they have an important role in selling themselves to coaches.
- Life lessons to taking ownership of their future.

REFEREE PROGRAM

A pathway for SoCal Reds athletes to become referees.

- Education on the laws of soccer.
- Confidence and character building.

"FEW THINGS CAN HELP AN INDIVIDUAL MORE THAN TO PLACE RESPONSIBILITY ON HIM, AND TO LET HIM KNOW THAT YOU TRUST HIM." BOOKER T. WASHINGTON



PLAYER DEVELOPMENT ELITE PATHWAY



Our aim is to create the best soccer development program in Southern California with the most complete pathway to the highest levels of us soccer.

Our acceptance into, and participation in, Elite leagues and tournaments provides a platform from which to progress.



YOUR ROLE AS A PARENT

We know that being a parent or guardian is hard work, especially when sport is mixed into the equation. At SoCal Reds, we recognise that key to a player's development is the role their parents play and so our coaches are always happy to talk to parents about ways in which you can aid your child's development at home.

Here are some ways in which you can help:

BEING A POSITIVE PARENT

If we, as parents, behave positively during practice and games, then it will

influence our children to behave in the same way. We believe in parents/guardians being key in building a supportive environment and behaving positively and setting the right example goes an incredibly long way to doing this.

PARENT DOS

- Have fun, smile, enjoy yourself and be guided by our core values
- Stay in designated spectator areas, outside of the coaching tent and bench area. Do not enter the field
- Celebrate effort and good play from both teams and all players
- Respect the match officials, coaches and club staff
- Treat facilities with respect, pick up trash
- Reinforce the uniform requirements for players
- Encourage participation in supplementary programs, including youth referee program
- Respect the 24 hour rule when communicating with coach
- Be punctual

PARENT DON'TS

- Use foul and abusive language
- React negatively to mistakes
- Shout tactical instructions
- Disrespect the coach's decisions
- Interact negatively with opponents, players, spectators, or officials



SUPPORT YOUR TEAM



**GET YOUR MERCH AND FANWARE TODAY!
LINKS WILL BE ON THE FESTIVAL PAGE!**



 **SOCAL REDS FC**

 **@SOCALREDS_FC**