



# Board of Directors Elections – 2022 Biography and Candidacy Statement

## For Regional Board Director | East Region (I) *Kevin James*

### BIOGRAPHY:

#### Education:

**Radford University - College of Business and Economics:** Bachelor of Business Administration, Marketing

- Activities and societies: President, Men's Club Soccer
- Head Coach: Women's Club Soccer

#### US Soccer Licensing:

- Academy Director Course (Present)
- A Youth License
- Grassroots Instructor License Level 2
- National Youth License

#### Licenses & Certifications:

- Leadership Principles, Harvard Business School Online

#### Board Experience:

##### Virginia Premier League:

- Board Member: 2015-2020
- Executive Board Member: 2019-2021
- Co-Chairman of the Board: 2021-Present

#### Soccer Experience:

##### Vienna Youth Soccer:

- Executive Director: Feb 2020 - Present
- Technical Director: Dec 2017 - Present
- Director of Coaching - Youth: Jun 2015 - Dec 2017

##### Culpeper Soccer Club:

- Technical Director: Sep 2013 - May 2015
- Academy Director: Aug 2012 - Sep 2013
- Head Coach: Aug 2010-2012

##### Future Soccer Pro:

- Camp Director: Jun 2012 - Aug 2014

##### ODP:

- Assistant Coach - West Central District: Aug 2012 - Aug 2013

##### Fauquier High School:

- Varsity Boys' Assistant Coach: 2011 - 2012
- Varsity Boys' Head Coach: 2012 - 2013

##### Middleburg Academy:

- Assistant Varsity Boys' Soccer Coach: 2010

### CANDIDACY STATEMENT:



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"A Lifetime of Soccer," is how I define success. In this light, success can mean a number of things, but if soccer doesn't last a lifetime - then, that is not success.

US Club Soccer embraces this in its Mission Statement.

*US Club Soccer will foster the growth and development of soccer clubs throughout the United States to create the best possible development environment for players of all ages in every club.*

I've enjoyed learning from and listening to the Directors that I've had the opportunity to work with and represent within the Virginia Premier Soccer League. This experience has been incredibly valuable and motivated me to do more to help those involved in the game.

I want to serve and support US Club Soccer in continuing its mission to create the best possible environment for players. The better the environment, the better the experience for the volunteers, administrators, coaches, referees, families, and players.

**Volunteers:** The time that you give is time away from your family and friends. We need to continue to support you and your efforts to help your teams, clubs, and communities.

**Administrators:** You are the foundation for ensuring the players, coaches, and families have a seamless and safe experience for all. With advancing technology, we need to continue making your processes more manageable.

**Coaches:** US Club Soccer states that "better coaches develop better players." I believe this is true. I also believe that every coach is unique, and it's our role to continue to provide learning opportunities for coaches of all levels and backgrounds.

**Referees:** There is no game without you. The abuse must stop! It's not acceptable to scream at a waiter or waitress in a restaurant when they are on the job. We need to continue to be dedicated to fostering a healthy environment for referees to learn and develop.

**Families:** Without your support, none of the above happens. You don't get time back with family. We have one shot to create a lasting soccer experience, and we need to continue to take that very seriously.

**Players:** It's our duty to support you in your development, both on and off the field. We can do this by improving in all of the areas above.

Having a set of values, standards, and philosophies is essential for reflection, and growth as a person. I share the below because these are what I strive to live up to—not just within my club, but on a personal level. The same would apply at the US Soccer board level.

### **VALUES**

**Gratitude:** It's a privilege to get to do what one loves. Don't take anything for granted.

**Respect People:** Everyone plays a role.

**Respect your Surroundings:** Leave where you have been a better place.

**Enjoy:** Enjoy your process—your ups, and your downs.



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### **STANDARDS**

#### **Quality is #1.**

Quality is the standard of something as measured against other things of a similar kind; the degree of excellence in something. Achieving the best quality doesn't come by saying who you are, but by striving to be your best self every day.

#### **Don't be afraid to fail.**

Every action has a cost or consequence of some kind. Bravery is when the willingness to act outweighs the fear of failure. The only real failure is when fear outweighs the courage to act.

"Let me assert my firm belief that the only thing we have to fear is... fear itself." Franklin D. Roosevelt

#### **Ideas are important, but people are more important.**

The people you surround yourself with will shape who you are tomorrow, and you will shape them. Give the same set of the BEST ingredients to multiple groups and ask them to make the best dish they can. One group might make something pretty good, one might make something horrible, but there will be a group that makes something GREAT.

#### **Focus on what we can control.**

Life is full of random errors. If you only have one minute to solve a problem, make the most of it! Don't waste 30 seconds complaining and pointing fingers – focus on what could, should, or needs to happen NEXT! The most important play is your "NEXT" play.

#### **Make it GREAT!**

There are opportunities to cut corners or cut a step out of a process with everything. We should always be trying to create better processes, but making something great is the goal.

#### **Lead by Example.**

Don't ask of others what you are not willing to do yourself.

#### **Share feedback.**

"I am the wisest man alive, for I know one thing, and that is that I know nothing." Socrates.

Be precise and detailed. Genuine, candid feedback can take something good and help evolve it into something GREAT.

"Lack of candor blocks ideas, fast action, and good people contributing all the stuff they've got. It's a killer." Jack Welch

#### **You are your GREATEST competition.**

The toughest competition you will ever face is not a person, a team, a club, an organization, etc.... It's yourself.

### **COACHING PHILOSOPHY**

To support **PLAYERS** who have a desire and passion for the **GAME** and compete as a team by having a plan to have more of the ball than the opponent, enjoy using creativity and deception, and show bravery and fearlessness when protecting the goal.



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### **COACH DEVELOPMENT PHILOSOPHY**

To support **COACHES** who have a desire and passion for the **GAME** — and, to provide that support by leading through experiential learning, creative and objective thinking, and showing fearlessness when faced with adversity.

Having been born and raised in Virginia, it would be a great privilege to represent not only the community that has allowed me to be in the game but all of Region One. I appreciate your consideration, and I sincerely thank you for all of your support.