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American Youth Football
American Youth Cheer

August 2010



The Huddle

For the monthly play-by-play at AYF/AYC



AYF and AYC Nationals

In 2010, AYF/AYC National Championships will be returning to Orlando, FL. The football tourney will kick-off on December 5 at Austin Tindall Park and AYC will be at the Silver Spurs Arena on December 11.

- **Football Registration:** December 4, Gaylord Palms Hotel
- **Football Kick-off:** December 5, Austin Tindall Park, Orlando, FL
- **Cheer Registration:** December 9, Gaylord Palms Hotel
- **Cheer Competition:** December 11, Silver Spurs Arena, Kissimmee, FL
- **Host Hotel:** Gaylord Palms Hotel, Orlando, FL
- **When:** December 4 - 11, 2010

Keep your eyes on the prize! With hardwork and perseverance, we'll see you there. Remember that preparation on and off the field are necessary for success. Train safely, fund raise and study hard. It will be a great season!



Everyone needs a little support

The 2010 season is now upon us. To accomplish all of the things you have planned for this season, a little extra cash can always help. Entertainment Publications can help you do that.

They have put together a program that allows teams and squads to customize their own coupon book. The best part - the program has a high profit margin AND it is easy to do. No money is required up front. Contact AYF's [Ashley Schwartz](#) or e-mail ayf@entertainment.com with any questions.



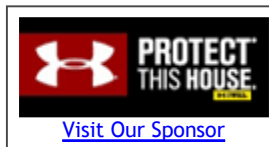
Calling all coaches

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Upcoming Dates

- 8/1 - Chicagoland hosts Panama for a season kick-off
- 8/6 - Southeast UNITY conference hosts Deion Sanders for the Primetime Kickoff Classic
- 8/14 - Metroland AYF hosts the 2nd annual MAYFC Jamboree
- 8/22 - Hall of Fame Kick-off in Canton, OH



AYF Membership Cards
Coming to a practice near you. Ask your local administrator or e-mail Jordan Krause at spidey2510@aol.com

[Click here for FAQs](#)



IMG Football Academy



Coaching the AYF Way is a guide to all the issues you will experience as a youth football coach. Not only will you be a safe coach - you will be prepared coach. Even before coaching your first football practice, you can teach your players important athletic skills found in this [online course](#). Learn how to teach proper running form so your players will possess the speed they were born to use. Balance and flexibility in football is crucial and even more important is how to fall. [Click here to check it out.](#)

I'll bet you never monitored your players breathing habits - learn how to show them proper breathing habits - learn how to show them proper breathing habits of minimal benefit if your players don't use the proper leverage techniques. Using leverage and agility when blocking or tackling will increase your players' efficiency. Paint mental pictures of what your players see and feel as they execute their techniques. Coaches who mold their team according to their players' individual skills are the most successful. The AYF online Coaching Course will improve your coaching.

Safety First

As the start of the 2010 football season draws near, youth players across the country look forward to that day when equipment is passed out and they walk away with their



helmets, pads and uniform ready for the first days of practice. Riddell offers special pricing for AYF members. If you are interested, please contact Kristin Walker at kwalker@americanyouthfootball.com.

For more information about the safety benefits of reconditioning, [click here](#).

AYC gives back

Once again American Youth Football & Cheer has been able to keep "giving back"! Due to the kindness of our supporting athletic organizations - we were given the opportunity to outfit some of our AYC teams in need. American Youth Cheer has donated over 175 uniforms to roughly 4 cheer organizations with over 15 cheer teams (all ages). These uniforms are in wonderful condition and our athletes will wear these with pride to showcase their talent and skills!

If you or someone you know has uniforms to donate please contact ebay@americanyouthfootball.com or if you know of a team in need of uniforms please let us know so that we can keep the spirit of "giving back"! This is what it is all about - the giving back to the kids!

NFL Teams for AYF



The Tampa Bay Buccaneers are great supporters of AYF. This season, both teams have created special programs for AYF and their youth football friends. We're excited to offer a special discount on Tampa Bay Buccaneers tickets!

The discount is valid for the following dates = 8/21, 8/28, 9/12, 9/26, 10/17, 10/24, 11/14, 12/5, 12/19 and 12/26.

[Click here to purchase tickets.](#) Password = bucstix

If you have any questions please contact Rob Erwin at 813-870-2700 ext. 2283 or by email at rerwin@buccaneers.nfl.com. We look forward to seeing you at Raymond James Stadium this season, Go Bucs!

3 Cheers for Safety

There are four groups directly responsible for the safety of the cheerleader - the administration, the coaches, the cheerleaders themselves, and the cheerleaders' parents. Each can use this month to focus on cheerleading safety and enhance safety in their programs. [Click here to check it out.](#)

Get an edge with the top youth trainers in the nation. [Book by 8/31 and receive \\$100 off every week you register for.](#)

[Check out the video.](#)



Take the Field Project

Does your community need a new football field? E-mail Joe for more information.

jgalat@fieldturf.com



[AYFtv](#)



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Quick Links

[Under Armour](#)
[UCA and Safety Training](#)

Also, UCA has come up with a great way to make lead camp administrators and staff to be able to stand out among the masses at Camps. These always "on call" staff wear Red Shirts to signify that they are responsible for general safety and security at camp. This would be a key component to implement at games, clinics and camps in your communities. [Click here to check it out.](#)

Joe's Presidents Corner

It's time for the UPS Commercial "It must be football season!" Here at AYF we don't have the office linebacker tackle the delivery man, but we do have a buzz going about 2010 and are looking to provide you with total service! I have a Mario Andretti quote hanging in my office that states "If you have everything under control, you're not moving fast enough."

At AYF, that quote applies to Jessica Abramovich and the entire AYF staff. I am happy to report this AYF Team is always moving at warp speed. Your best interests are what they keep under control.

Protect yourself - Did you review the offerings from Attorney John Sadler at www.sadlersports.com/ayf under "Risk Management"? Like happy married couples, first, your **finances must be under control**. Your treasurer is the key person to help monitor your business. Frequent treasurer's reports are essential, as all volunteers need to be aware of your Associations' financial position. It is everyone's obligation to hold officers accountable. Have you reviewed your elected officers and volunteers responsibilities and updated your liability insurance needs? Are your background checks, coaches training, waiver/release, and emergency information/medical consent forms complete? Players' certification, practice locations and game schedules are important too.

Now let's review the most important issue of all - **emergency procedures**. Years ago when my oldest son told me he took a summer job on an off-shore oil rig, my first question was; are there emergency provisions in place? My fearless son, the former state champion quarterback, assured me that all safety precautions were under control. I am thankful that no emergency occurred that year. Like you, I am angry and disappointed that BP could not adequately respond to the horrific oil spill this year. What did we learn? It is simple - you expect an emergency, be prepared and pray that everything will be **under control**.

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*Social Media & Events
Associate*

[Shannon Shy](#)
New Membership Director

[Diedrea Willis](#)
Step Coordinator

Protect your Children - Go to www.AYFCoaching.com and take the course along with your coaches. It covers all things football and cheer. You should learn how to create a safe learning environment on your teams. Never let a youngster go home from practice or game with a problem. For the price of an ice cream cone you can learn how they feel.

Expect common injuries. To a player or cheerleader, blisters are an emergency. They can be prevented by smearing Vaseline on your socks and inside shoes. Corn Starch can prevent chafing and jock itch but these are not the emergencies of which I speak.

Heat Stroke and Dehydration are serious emergencies. Insist on frequent water breaks, practice later in the day when it is cool. Buy those light jerseys from Under Armour.

Concussions. Never, never allow a player who is suspected of having a concussion (a blow to the head) continue playing. Medical approval is needed before a player returns.

Lightning - Lightning in an open field is extremely dangerous. When you hear thunder, evacuate to an enclosed building or inside vehicles and do not go under trees or close to metal objects.

Ambulance access must be open. Keep written directions to the nearest hospital in your medical kit. I once saw an ambulance respond but was locked out of the stadium gates. Fortunately the player down was not seriously injured.

Adults Always Work in Pairs. Children don't care how much you know until they know how much you care.