



**ROCKY MOUNTAIN SOCCER CAMPS, INC.  
PRESENTS**

# **SOCCER ROCKS!**

**Player Development Program**

**Enjoy - Improve - Excel**

*Everyone Plays All of the Time!*



# SOCCER ROCKS!

## Player Development Program

- FUN, Challenging and Educational
- Enjoy, Improve and Excel
- Easy to Manage:
  - NO Leagues - NO Designated Teams - NO Designated Coaches
  - NO Referees - NO Substitutions during Games
- Turn key, proven soccer program for Ages 4 - 8
- We train your staff and program director, no experience necessary
- Daily practice plans and curriculum
- Promotes Healthy Kids, Parents, Families and Communities
- Developed from 20+ years of experience
- Every child is given the opportunity to succeed
- **EVERYONE PLAYS ALL OF THE TIME!**

**SOCCER ROCKS!** will change the way you play.

**SOCCER ROCKS!** will change the way you see the game.

**SOCCER ROCKS!** will change the way you look at youth sports programs.



# SOCCER ROCKS!

## Player Development Program

Welcome to **SOCCER ROCKS!**, a player development program that combines the positive aspects of youth sports with a professionally designed curriculum in order to provide an educational, enjoyable and challenging environment for each player. The idea for **SOCCER ROCKS!** originated from a concept advanced during one of the first National Youth License Coaching Courses administered by the United States Soccer Federation. The thought was that young players 5 and 6 years old should play within a program but not necessarily in a league. I started with this simple theory and have expanded it over the years to the point of this presentation.

I first introduced the **SOCCER ROCKS!** concept to the U5 age group in the Evergreen (CO) Stingers Soccer Club where I was Director of Coaching and while the results were outstanding when it came to player development, the process was far from perfect. I have since improved and enhanced the model and advanced it into a procedure that pushes player development “through the roof!” While **SOCCER ROCKS!** has been modified and adapted for several different organizations, the original premise has remained the same: Everyone Plays ALL of the Time!

After more than 20 years in youth soccer, I am *convinced* that the **SOCCER ROCKS!** program with no designated teams, no designated coaches, and no one sitting on the bench, is by far the *best* format for teaching and cultivating the game of soccer for players aged 4 through 8. Although I have used this system for older ages (up to age 16) in some associations, it seems best suited for these younger age groups based on their physical, mental and social developmental characteristics.

In today's American youth soccer culture, many parents, coaches, and organizers have taken matters to the extreme. On one hand, it is the “instant gratification,” “win at all costs,” and “gamesmanship” mentality and on the other it is the “passive” way of thinking: “We don't want to be ‘competitive,’ we just want to throw a ball out and have fun.” The first causes players to quit because it is “over the top” and promotes burn out by the age of 13 or 14 and the second triggers dropping out because it isn't very challenging and the players aren't really learning much even though they get a trophy or medal at the end of the season for “participation.”

To begin with, it wouldn't be a sport if it wasn't *competitive*. Ask any 6 year old what the score is or how many goals they scored and they will know. Secondly, all sports and games are *recreational* and lastly, all players are *developmental*. Even players at the highest levels are still developing and improving. In other words, ALL sports are *competitive and recreational and developmental*.

From the soccer standpoint, **SOCCER ROCKS!** is a great balance between the extremes, especially for 4 to 8 year old players. It allows the players to compete at all levels and gives everyone the opportunity to learn and develop the same skills and soccer concepts. Of course, each individual will progress at their own rate, but the format promotes improvement at some capacity for each and every player.

Soccer playing aside, the **primary aspiration** of **SOCCER ROCKS!** is to teach values such as integrity, sportsmanship, and respect to the participants and their parents. These principles are some of the positive aspects of youth sports that are promoted to help mold our youth into quality individuals, future leaders, and responsible members of society.

One way that these life skills are taught is by demanding that players play within the rules and that they follow ALL of the rules ALL of the time. We emphasize that players and coaches who cheat or bend the rules in order to win the game are simply not good enough. Each player is challenged to “be great, within the rules!”

Should you decide to proceed further with the **SOCCER ROCKS!** Program for your organization, you will be presented with an outline of the program, descriptions of the plan in action, and the rationale behind many of the notions and principles put forth. Without a doubt, the hardest element when it comes to implementing this program will be to change the frame of mind of the parents and other adults involved. They will have to break out of the “team” and “league” mentality, where winning is at the forefront, and focus on the player development aspect and the sometimes unbelievable improvement that is taking place. They will also have to “buy in” to the notion that they are not allowed to coach or yell instructions from the sidelines during game day because it is in the best interest of the kids.

There have been parents who have removed their kids from this format saying that it was “stupid” and that “my kid needs to be on a team,” because their older sibling was on a team or “my kid is so advanced that they need to play on a bigger field with more players, like *real* soccer.” They have also left because they couldn't handle not being able to yell and scream at their kid during the games. Many of these same parents have returned a year or two later saying that “We should have stayed with 3v3,” or “WOW! The kids that stuck with it are way ahead of my kid.” If the kids and parents will

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“stick with it” they will be amazed at the progress of their child, not only with their play, but also with their enthusiasm for the game and their development as a person.

In conclusion, after spending many years in a Coaching Director capacity, with all levels of youth soccer, I believe that many of the problems associated with youth soccer organizations can be avoided with a program of this type. It is my opinion that the **SOCCER ROCKS! Program** develops an atmosphere for learning and having FUN that represents all of the “good” aspects of youth sports. It takes away the Parent/Coach factor (most parents are “volunteered” to coach youth soccer teams, even though they know nothing about the sport), as well as hindering the ugly components of the “team idea” such as playing time issues, arguing parents, unsportsmanlike behavior and the like. You will find that this program also builds a positive “community” environment where the parents and players come together instead of getting driven apart by the team/league system.

The random factor of the Camp and Game Day format allows ALL of the participants the opportunity to develop equally, as well as learn to play with *everyone* in the age group. This will pay off as they move onto “teams” within the organization as they get older. They will also learn the proper skills and concepts, from experts, from the beginning. The structure of the training sessions will be FUN, Exciting, Educational and Inspirational!

Finally, it is hoped that the **SOCCER ROCKS! Program** will not only teach the various nuances and aspects of the great game of soccer, but also develop the “Lifetime” Values of INTEGRITY, SPORTSMANSHIP, TEAMWORK, GOAL ACHIEVEMENT, HARD WORK, DISCIPLINE, HUMILITY and RESPECT FOR OTHERS.

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# SOCCER ROCKS!

## Player Development Program

### HOW IT WORKS

#### PRACTICES – “Camp Format”

- Players and parents in each age group come all together to the practice site at the same time for their designated one hour time slot.
- The Program Director organizes and runs the practice, utilizing the parents, using various large and small group activities and station training to teach the skill for the day.
- Players are kept active and constantly moving in a fast paced training environment.
- Parents are instructed to reinforce the skills that are being taught and help with the organization of the activities that the Program Director has planned.

#### “GAME DAY”

- Players and parents in each age group come all together to the game day site at the same time for their designated one hour time slot.
- The Program Director randomly divides the players into teams of 2 or 3 players each depending on the Age Group.
- Two teams are placed on each field, with a parent, or parents, supervising the game.
- Each game lasts for 10 minutes and then the players are randomly placed on different teams and another 10 minute game is played.
- Play 3 to 4, ten minute games in the one hour time period. Everyone Plays ALL of the Time. There are NO substitutes and NO time outs.
- The parents are instructed to organize the games on each field, and to help the players understand the rules (i.e. Out of Bounds, Direction of Play, Fouls, etc.).
- Parents are encouraged to CHEER *AFTER THE FACT!* (i.e. “Great Shot!” – “Nice Goal!” – “Good Defending!”).
- Parents are NOT ALLOWED TO COACH! No yelling of instructions to the players (i.e. “Boot it!” – “Get the Ball!” – “Run!”).

#### BENEFITS

- Everyone Plays ALL of the Time!
- Practice times and game times are ALWAYS the same each week.
- The practices and games are held at the same location each week.
- Players learn the proper techniques from the start.
- Parents are being trained and educated right along with the kids.
- Player development is “through the roof!”
- “Life Skills” are being taught, such as sportsmanship, creating good listening habits, paying attention to directions and following the rules.

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# SOCCER ROCKS!

## Player Development Program

### WHY THIS WORKS ...

#### NO SET TEAMS

Players at these ages are very egocentric. They may understand that they are on the “Sharks” or the “Ladybugs” but once the game starts it is “me and the ball!” It is usually not until the U8 age group that they can consistently understand that there is someone else on the field that they can pass to.

By training everyone together, ALL players have the opportunity to develop the same skills and understanding of the game.

Parents are responsible for only their child and their child’s equipment. There is no need for snack lists, etc.

Because there are no set teams, players are not letting anyone down if they cannot attend one of the games or practices.

In a typical league and team format, parents are always trying to form little “super” teams consisting of good players while the beginning players always get left out. The random format of *SOCCER ROCKS!* virtually prohibits this from happening, although on occasion, a team will get formed that dominates one of the 10 minute games. Parents have the flexibility to change players around in the middle of the game or at worst, the domination lasts for 10 minutes.

#### NO SUBSTITUTIONS

Everyone plays ALL of the time!

In a typical league and team format, there are players playing in the game and players “on the bench.” No matter what the league rules may say about playing time, usually the best players get the majority of the playing time. Sometimes the weaker or beginning players aren’t comfortable with the game yet and don’t want to play and sometimes the coach wants to win so much that they leave the best players in the majority of the game.

In the *SOCCER ROCKS!* format with no players “on the bench”, EVERYBODY plays the entire 10 minute game. There may be occasions where a player needs a quick drink or a shoe tied during the middle of the 10 minutes. The game simply continues with one team playing short until the player returns to the game.

Every player has the opportunity to play and develop at the same rate.

#### NO SET COACHES

Having one “Head Coach” (Program Director) to implement a consistent player development program allows each individual player the opportunity to develop at the same rate and with the proper teaching and understanding from the beginning.

Most league and team programs utilize volunteer parent coaches who get little direction from the organization. Unless the parent coach has a background in soccer and/or working with kids, the results are mediocre at best. In this situation, the players can get out of control, bored, the wrong instruction, disinterested and even injured. They need to be challenged while being kept active and having fun.

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## Player Development Program

By requiring parents to attend the practices and games, the Program Director is, in essence, having a coaching clinic at EVERY SESSION. The parents are learning the skills (and how to teach them) right along with the kids. They are also participating in, or observing, outstanding activities to help teach and practice these skills. Hopefully when the players move into the team format (the U9 age group), there are several parents who are now familiar with the various coaching methods and would be comfortable with taking on a team.

Many youth soccer organizations struggle to find coaches for their teams and many parents are “volunteered” to coach their child’s team. They are told “Your child can play, but only if you coach the team. There won’t be a team for your child to play on unless we have a coach.” *SOCCER ROCKS!* does not need a single “parent coach” while at the same time has every parent coaching!

### PARENT EDUCATION

Perhaps the BEST aspect of *SOCCER ROCKS!* when compared to the other youth soccer clubs and organizations is in the area of educating the parents. EVERY time the parents are together, either before or after practices, before and after the Saturday games, in stores and at restaurants, the Program Director, as well as other organization officials, should be constantly letting them know what we are doing and why we are doing it.

The parents should be continually reminded of the *SOCCER ROCKS!* principles and philosophy, as well as things such as the practice and game schedule. The Program Director should go over the rules of conduct for their kids, and for they themselves, EVERY time they are together.

### NO COACHING DURING GAMES

The absolute hardest rule for the parents follow will be our rule that there is NO coaching and NO calling out of instructions from the sidelines. EVERY time someone yells out “Boot it!” “GO!” or “Get the Ball!” they need to be reminded that there is “NO COACHING from the parents. You can only cheer AFTER they do something great. Think of it like a tennis match...you are not going to the US Open and tell Roger Federer what shot to hit, are you? NO. But you will cheer after that great shot is made.”

Some parents may be concerned, at first, that it is *too* quiet during the games. Of course, when they ask their kids if they like the rule, the kids always say that it is GREAT not having people yelling at them all of the time as they are playing.

### RATIONALE

Soccer is a *player’s game* as opposed to a *coach’s game*. The players have to learn how to make quality decisions on the field, during the heat of the game. We can help them with this process, even at these young ages, by NOT coaching and yelling instructions during the games. We don’t want them to get the ball and look to the sidelines and say “Now what Mom?”

90% of a coach’s job is done during practice. 10% of coaching happens during the game. Once the game starts, the soccer coach has relatively little impact on what happens. We are trying to break the habit of “commentating” the game and “micro-managing” the players on the field like they are puppets and the adults have the strings.

If we do our job properly, as parents and coaches, then we will teach the players to “coach” themselves during the game and yes, this can start as early as U5 and U6.

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# SOCCER ROCKS!

## Player Development Program

### SAMPLE 3 DAY TRAINING SEMINAR SCHEDULES

#### WEEKEND SEMINAR

##### FRIDAY

6:00pm – 9:00pm Program Overview with Program Director and Organization Staff

##### SATURDAY

9:00am -11:00am Program Director Training

1:00pm – 3:00pm Site Management and Field Design with Program Director and Organization Staff

4:30pm – 5:30pm U5/U6 Demo Practice Session with Players and Parents

5:30pm – 6:30pm U7/U8 Demo Practice Session with Players and Parents

7:00pm – 8:00pm *OPTIONAL – Basic Training Coaches Clinic – Classroom Session*

8:00pm – 9:00pm *OPTIONAL – Basic Training Coaches Clinic – Field/Gym Session 1*

##### SUNDAY

1:00pm – 2:00pm U5/U6 “Game Day” Demo with Players and Parents

2:30pm – 3:30pm U7/U8 “Game Day” Demo with Players and Parents

4:00pm – 5:00pm Program Wrap-up and Feedback

5:30pm – 8:30pm *OPTIONAL – Basic Training Coaches Clinic – Field/Gym Sessions 2, 3 & 4*

#### WEEKDAY SEMINAR

##### DAY 1

1:00pm – 4:00pm Program Overview with Program Director and Organization Staff

6:00pm – 7:00pm *OPTIONAL – Basic Training Coaches Clinic – Classroom Session*

7:00pm – 9:00pm *OPTIONAL – Basic Training Coaches Clinic – Field/Gym Sessions 1 & 2*

##### DAY 2

9:00am -11:00am Program Director Training

1:00pm – 3:00pm Site Management and Field Design with Program Director and Organization Staff

4:30pm – 5:30pm U5/U6 Demo Practice Session with Players and Parents

5:30pm – 6:30pm U7/U8 Demo Practice Session with Players and Parent

7:00pm – 9:00pm *OPTIONAL – Basic Training Coaches Clinic – Field/Gym Sessions 3 & 4*

##### DAY 3

4:30pm – 5:30pm U5/U6 “Game Day” Demo with Players and Parents

5:30pm – 6:30pm U7/U8 “Game Day” Demo with Players and Parents

7:00pm – 8:00pm Program Wrap-up and Feedback

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# SOCCER ROCKS!

## Player Development Program

### **BASIC PACKAGE**

#### YOUR ORGANIZATION RECEIVES:

- **3 Day Training Seminar and Personal Instruction at Your Location**
  - Program Overview and Implementation Strategy
  - Program Director Training
  - Demo Practice and Game Day for U5/U6 Players
  - Demo Practice and Game Day for U7/U8 Players
- **Quality Control – Coaching Youth Soccer – Basic Training Book**
  - 100+ Activities, Games and Practices that train basic soccer skills
- **Quality Control Individual Skills Program DVD + Old School Moves**
- **Training Session Curriculum**
  - 16 weeks of suggested practices for each of the 4 Age Groups
- **RMSC Soccer Skill Evaluations – Player’s scores will be placed in the main database with the opportunity to set age group and all-time records and earn RMSC Soccer Skill Evaluation Certificates.**
- **Use of the SOCCER ROCKS! Name and Logo on advertising items, promotional materials, uniforms, etc.**
- **Continuing Consulting and Support**

**BASIC PACKAGE COST: \$7,500.00 per each individual organization, club or association location**

**MAINTENANCE: \$750.00 per year per each individual organization, club or association location**

#### **Includes:**

- 1) Yearly updates to the training manual, curriculum and the program as a whole
- 2) Continuing consulting, support and education
- 3) Periodic e-newsletters.

#### YOUR ORGANIZATION IS RESPONSIBLE FOR:

- **Dates and Location for the 3 Day Training Seminar**
  - Classroom/Office Space
  - Field Space – Outdoor field and/or Indoor space for the demonstration sessions with the players and coaches clinics (if applicable).
  - Dates that are mutually acceptable to both parties
- **Mailing List for all participants in the SOCCER ROCKS! program including names, mailing addresses, telephone numbers and e-mail addresses. To be provided at the beginning of each season upon collection of all registrations for the program.**
- **Appropriate soccer equipment for the demonstration sessions and coaches clinics (if applicable). This equipment includes, but is not limited to, appropriate sized soccer balls, disc cones, tall cones, scrimmage vests or pinnies, and appropriate sized goals with nets.**

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**CONTACT US FOR MORE INFORMATION, TO ARRANGE AN INITIAL MEETING  
OR TO SET UP YOUR SOCCER ROCKS! PROGRAM**

- A preliminary meeting can be arranged, either by phone or in person, to provide a brief overview of the program and its implementation. A personal conference will be at the organization's expense.
- 3 Day Seminar to be arranged at your location and the schedule for the seminar can be tailored to fit your organization's time schedule.
- Appropriate contracts and forms must be completed and submitted *prior* to the 3 Day Seminar taking place.
- A \$2,000.00 deposit is required upon the final scheduling of the seminar and with the submission of the appropriate contracts and forms. The remaining balance to be paid upon completion of the 3 Day Training Seminar.

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