



THE BERKY BLAST

Fall 2015

The Berkshire Soccer Academy Newsletter

Summer 2016 Sessions

SUN	MON	TUES	WED	THURS	FRI	SAT
JUN 26	27	28	29	30	JUL 1	2
BSA Soccer Session I - \$1395					Bridge A - \$495	
Arrival 10-11AM				Departure 3-4PM	Arrival 9-10AM	Departure 6-7PM
3	4	5	6	7	8	9
BSA Soccer Session II - \$1395					Bridge B - \$495	
Arrival 10-11AM				Departure 3-4PM	Arrival 9-10AM	Departure 6-7PM
10	11	12	13	14	15	16
TeamFirst @ BSA Soccer Session III - \$2195 <i>with Mia Hamm, Kristine Lilly, and Tisha Venturini Hoch</i>					Bridge C - \$495	
Arrival 10-11AM				Departure 3-4PM	Arrival 9-10AM	Departure 6-7PM
17	18	19	20	21	22	23
BSA Soccer Session IV - \$1395					Bridge D - \$495	
Arrival 10-11AM				Departure 3-4PM	Arrival 9-10AM	Departure 6-7PM
24	25	26	27	28	29	30
BSA Soccer Session V - \$1395					Bridge E - \$495	
Arrival 10-11AM				Departure 3-4PM	Arrival 9-10AM	Departure 6-7PM
31	AUG 1	2	3	4	5	6
BSA Soccer Session VI - \$1395 <i>Invitational</i>						
Arrival 10-11AM				Departure 3-4PM		
7	8	9	10	11	12	13
BLAX Lacrosse Session I - \$1395					Bridge F - \$495	
Arrival 10-11AM				Departure 3-4PM	Arrival 9-10AM	Departure 6-7PM

* Multiple Session, Early Enrollment, Sibling & Referral discounts available.
** Tuition assistance available, inquire for application.

Letter from the Directors

Dear BSA Families and Friends,

For our year-round team, fall is a time to reflect upon a memorable summer – to consider what went well, what we can do more of, and how we can improve. Among our best evaluation tools are camper and parent surveys. This year, nearly half of BSA families completed an online survey, a phenomenal response rate. Equally impressive to us is that BSA received its highest satisfaction ratings ever from both campers and parents.

The surveys contain positive feedback as well as excellent and constructive suggestions for improvement. Over the coming months, we will incorporate this input into our continuing efforts to make BSA the best soccer camp on the planet. Inside this edition of the Berky Blast, you'll read about some of the changes we plan to implement in response to your feedback.

Thanks to all of our campers and parents for their feedback. We hope you enjoy reading this edition of the Berky Blast.

Please be in touch with us this winter -- we love hearing from you!

Best, *Joy + Eric*



Eric, Liza, Everett & Harper

INSIDE THIS ISSUE

- Announcing March 2016: Spring Break Camp with TeamFirst Soccer Academy -- Mia Hamm, Kristine Lilly, Tisha Venturini Hoch
- BSA Camper and Parent Survey Feedback
- Berkshire Lacrosse Academy enters its second season



BERKY SHIRT FRIDAY @BerkySoccer

With over 5,000 Berky Shirts throughout the world, we want to see you wearing them! Show your #Berkypride EVERY Friday by posting a fun photo of you in your favorite Berky Shirt. We always do! Check us out on Instagram and Facebook, @BerkySoccer #berkyshirtfriday.

- #berkygram
- #berkygirl
- #berkylife
- #berkyshirt
- #soccercamp
- #camp



Berkshire Lacrosse Academy

The Berkshire Soccer Academy becomes the Berkshire Lacrosse Academy for one week in August. The 2016 session will run from Sunday, August 7 to Thursday, August 11. A typical day at BLAX includes 2 lacrosse training sessions, 2 elective periods, and an evening activity. Players are grouped by age and skill, so advanced players can sharpen their skills, while less experienced players develop theirs.



The lacrosse program is directed by Michele "DJ" DeJuliis, founder and Director of Ultimate Lacrosse, a leading girls youth lacrosse club. DJ, a former captain of the US National Team, a former Princeton University and current US National Team coach, was inducted into the US National Lacrosse Hall of Fame in 2013. In addition to DJ, our Lacrosse

Staff consists of Head Coaches, who are professional youth lacrosse coaches, and Assistant Coaches, who are former and current NCAA lacrosse players who are pursuing coaching or teaching careers. Last year's inaugural session proved a great success, so don't miss it this year!

For more information about the Berkshire Lacrosse Academy, visit us at www.berkshirelacrosseacademy.com or call us at 800.326.9219.

STAFF SPOTLIGHT Welcome Becca Madison!

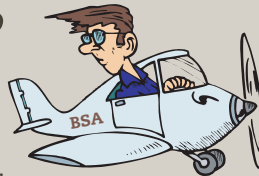
A warm Berky welcome to Becca Madison, the newest member of our year-round staff. Becca, who has been an integral part of our soccer and resident life programs since 2013, joins Liz Hopley as one of our Program Directors.



Becca twice captained the Ohio Wesleyan University women's soccer team, where she was voted to three all-conference teams as well as the North Coast Atlantic Conference all-decade team. After graduating with a BA in Sports Management, Becca was the Graduate Assistant at Smith College, where she earned her master's degree in Exercise and Sports Studies. In 2014, she served as an Assistant Coach for the Rhodes College Women's Soccer team. Becca has also coached numerous U11 through U15 competitive club soccer teams. Becca was recently chosen (among hundreds of candidates) to participate in the NSCAA's "30-Under-30" Program, a year-long education and mentorship program for young soccer coaches.

We are excited to have Becca with us and look forward to her positive impact on Berky campers and staff.

2015-2016 DIRECTORS' TOUR CALENDAR



We hope to see YOU at one of the following events/locations:

- ▶ **Thursday, January 14 - Sunday, January 17:**
National Soccer Coaches Association of America (NSCAA) Convention: Baltimore, MD. Come visit Eric, Becca, and Liz at our booth in the Exhibit Hall.
- ▶ **Saturday & Sunday, February 13 & 14:**
Weston Cup & Showcase: Weston, FL. Come meet us at our tent.
- ▶ **Saturday & Sunday, March 5 & 6:**
Long Island Junior Soccer League (LIJSL) Convention: Long Island, NY. Meet us at our booth in the Exhibit Hall.



*RSVP to all events on our website on the "Directors Tour" page.

HOT "INSTA" HANDLES

We love Instagram! Here are some fun handles to follow:

@earthpix @beastmodesoccer @nwsl_soccer
@cookinglight @yaelaverbuch @ussoccer_wnt



COLLEGIATE PRE-SEASON CAMP

Calling all women's college soccer players! Are you ready for pre-season? Join us on August 19-22 for a special 4-day program

designed specifically for college athletes to get the touches, fitness, and mental preparation needed to put you a cut above the rest.

For more information, visit us at: www.berkshiresocceracademy.com/cps



SURVEY CORNER: Feedback...the Breakfast of Champions

“Feedback is the breakfast of champions” is a quote often attributed to Ken Blanchard, a renowned management expert and author of “The One Minute Manager,” a business best seller. We live by this adage. We carefully review every camper and parent survey and respond accordingly. Here are some of the suggestions and comments received along with our responses.

“I wish my session lasted longer.”

We appreciate that many campers want to spend more time at the Academy. In the past, we have offered 6, 10, and 12-day sessions, and have found that extending a session past 5 days required us to include a full day of rest. Without such rest, our athletes neither learned nor performed at their best. We think 5 days is just right! Campers who want a longer experience can mix and match weeks using the Bridge Program.



“I wish the oldest campers had special privileges.”

We are aware that our oldest campers want a more age-appropriate experience, and we are committed to delivering this in various ways. Stay tuned for more information.

“I was one of the best soccer players at camp. I wish I could play with more girls like me.”

Some of our most competitive athletes want a very high level of competition. In response, and with great thought and intention, we are offering an **Invitational** session this summer. Session VI is designed for high-level soccer players who are currently playing in one of several competitive soccer leagues. For more information, visit our website.

“I wish I could do more and different Electives.”

Last summer, we addressed these issues by adding an Elective period on both Arrival and Departure Days and by adding a third Elective period on Day 3 of each session. For this summer, we will be expanding the class sizes of some of our most popular electives by adding more instructors to those electives. We will also be expanding our waterfront, by adding a new “water toy” to compliment the Blob, and we are building a new Gaga pit to bring more action to the Rec Deck!

“There should be more goalkeeper training.”

Interest in our Goalkeeper Track is rising. Last summer, we had as many as 20 goalkeepers in a single session! In response, we are adding goalkeeper training as a separate Soccer Elective. We will also offer Private Goalkeeper Training (for an additional fee).

“I wish transportation was available on Thursday Departure Days.”

We understand that Thursday departure days are challenging for working parents. In response, we are exploring the option of providing return bus or van transportation from the Academy to select locations. We will keep you posted.

What Do BSA Athletes Experience? The Surveys Said....

We asked campers to use their own words to explain their BSA camp experience. The answers fell into several broad themes, which are shown below. Taken together, we think these comments describe BSA’s unique attributes!

“My soccer improved.”

“The soccer was fun.”

“I had fun.”

“Campers and staff were nice, friendly and welcoming”

“I made new friends.”

“I was comfortable.”

“There was a good balance of soccer and other fun activities.”

“The food was great.”

Favorite Camper Meals

We asked campers to name their favorite and least favorite meals. The #1 Answer: **“I loved everything.”** But most campers did identify their favorites and least favorites. Here they are:

Favorite Breakfasts

- Pancakes
- French Toast

Favorite Lunches

- Tacos
- Mac ‘n Cheese
- Cookout

Favorite Dinners

- Pizza
- Lasagna

Least Favorites

- Chicken Wings (dinner)
- Eggs (breakfast)

Although these responses might indicate a starch and pasta-laden menu devoid of fruits and vegetables, that is not the case! All of BSA’s meals feature lean meats, fresh fruit, steamed vegetables, a salad bar and gluten-free options.





2242 Village Center Drive
Encinitas, CA 92024

TEAMFIRST SPRING BREAK CAMP March 21-24, 2016 • Orlando, Florida

Berkshire Soccer Academy is joining up with TeamFirst Soccer Academy to run a Spring Break Camp in Florida this March. TeamFirst is a teaching partnership of US Women's National Team legends Mia Hamm, Kristine Lilly and Tisha Venturini Hoch, as well as University of Texas Head Coach Ange Kelly. The camp, open to girls ages 10-17, runs from Monday, March 21 through Thursday, March 25 in Orlando, Florida. It features the same great mix of quality soccer instruction and exciting elective activities that all BSA programs offer.

This is a great opportunity to get ready for the spring travel season and plan a family visit to Orlando's many theme parks.

For more information, and to enroll, visit our website at:
www.berkshiresocceracademy.com/teamfirst



Berky by the Numbers Summer 2015

64 Stand-Up Paddleboard Yogis

20 campers hailed from abroad

Stand-Up Paddleboard Yogis

72 BSA Tournament Champion Players

897 delicious s'mores enjoyed

68 hilarious campfire skits

7 Visiting Pros

52 soccer field lengths of friendship bracelet string used