

(COMMUNICATIONS, continued from page 1)

those addresses on a functional basis for targeted communication (e.g., to all coaches, to all players of a certain age, etc.). We respect our members' privacy and will use this capability only for necessary NMYSA business. We will never sell or rent the e-mail list to others. Although not every member has, or has provided us with, an e-mail address so far, such targeted communications hold the promise of more efficient, timely and cost-effective communications with our membership.

Second, enhancements to the LeagueOne application are helping to eliminate the paper form maze for things like travel and guest players, with more improvements to come.

Third, a large financial blow was delivered to our quarterly printed newsletter by the latest round of US Postal Service rate increases (even for non-profit "flats"). The mailing cost of each issue has risen to well over \$3,000 (almost 40% of the gross cost of newsletter production, before considering any advertising revenue offset). Alternative means of distributing its information are being developed.

Fourth, even though not all of our members are connected to the Internet at home as yet, the web site can be put to broader and more effective use in communicating some of our information. Especially in the face of the postal rate increases and the difficulties of conveying timely information in a printed newsletter that only comes out quarterly and has a month-long production lead time, the web site could serve an increased role in distributing information currently done by the newsletter, and at significantly lower cost.

We set out on a path to "modernize" our communications processes with a roundtable discussion at the AGM last June, with further discussion at the APM in July, with a number of additional discussions among the NMYSA staff since then, and with a proposed budget revision to the Board to redirect some communications funds from the printed newsletter into developing alternative and more cost-effective procedures and methods.

As the next step, this issue of *New Mexico Soccer News* is being publishing only in electronic form, is being announced by e-mail blast to our members, and is being distributed only through the web site. There are two more follow-on steps coming soon—further work on the targeted e-mail processes through LeagueOne, and the redesigning and rehosting of our web site to incorporate previously newsletter-only content, to expand some current content areas, and to add additional content and capabilities (such as limited community publishing functionality for the staff).

It is very important to us that we do not "disenfranchise" any of our members as we move to more electronic means of communication. In some part of the state, we could have made this move some time ago, while in others, there is still a risk that not everyone will be reached directly through

either e-mail or the web site. If you have thoughts or suggestions to offer on the subject of ensuring good and timely communications with our membership, please send them through the state office. ⚽

(STATE CUP, continued from page 1)

be contested Memorial Day weekend in Albuquerque. New Open State Cup rules and bracketing procedures can be found in Appendix B of the NMYSA Travel & Tournament Manual, also located on the NMYSA web site (Bylaws / Rules page). The State Cup draw will be held February 23 or 24, 2008, at a location to be determined. Preliminary schedules will be out by March 7, and will be finalized by March 21. See the State Cup page of the NMYSA web site for additional information as it develops.

The winners of the New Mexico Open State Cup age/gender groups will represent New Mexico in the Far West Regional Tournament in Honolulu, HI, during the week of June 16-22, 2008. The application for State Cup is an agreement on the applicant's part to attend Far West Regionals and represent New Mexico if your team wins. The penalties for failure to attend Regionals include coaching suspensions of one year and team fines. For additional information, contact the State Office at admin@nmysa.net or office@nmysa.net, or by phone at (505) 830-2245 or (800) 976-2245.. ⚽



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