



Contact: Troy Letherman, Technical Director
907.982.3459; t.letherman@coervercoachingnw.com

FOR IMMEDIATE RELEASE

AKFC Announces Partnership with Alaska Northstars

Palmer, AK – February 12, 2010 – AKFC directors are pleased to announce the formation of a new partnership with the Alaska Northstars, also a member of US Club Soccer and the state's premier showcase-travel group. For the past six years, top Alaska players have gathered together with the Northstars to participate in some of the best soccer showcase tournaments in the West, including annual trips to Nomads Thanksgiving (San Diego), the FC Portland Showcase and the President's Day Tournament in Phoenix. Founded by Dan Rufner, who's also served as the varsity boys coach at Robert Service High since 2002, the Alaska Northstars have helped nearly 100 of the state's athletes to sign their college Letters of Intent in the last three years alone.

"As AKFC teams and training strives to represent the pinnacle of premier soccer in Alaska, the work being accomplished by AK Northstars staff on behalf of all the state's players is clearly something that appeals to us," said Coerver® Coaching NW Director TR Stoneback. "In the end, it seems only natural we'd work together, pooling our resources to even greater benefit for our players."

AKFC directors will continue to identify, train and travel with boys' and girls' premier groups up to U-15, at which time teams and players can transition to Northstars for further showcase exposure. All AKFC squads receive Coerver® elite team training, tailored to the individual player or group's stage of development, and now that same training will be available for Northstars teams, as Coerver® Coaching NW trainers work with Northstars staff to provide in-state training as well as coaching resources and support during their trips. On offer immediately in 2010 will be a Coerver®-based state identification and training camp for potential Northstars players, to run in conjunction with the AKFC camps already slated for the season.

"We are very excited about working with AKFC and Coerver® Coaching," said Northstars founder Dan Rufner. "We know that for Alaska to be competitive against elite clubs in the Lower 48, the best results come when we bring our most talented players together. AKFC provides the opportunity for top younger players from all clubs to be competitive playing with the best players a few times throughout the year. That experience, combined with focused training employing Coerver® Coaching, will certainly enhance the level of play for Northstars teams competing in front of hundreds of college scouts every year."

Ultimately, the missions of the two organizations make it easy to partner, according to AKFC Technical Director Troy Letherman. "With AKFC, we try to cater to the elite player in Alaska, identifying those committed athletes at a young age and then simply providing the training and competition that they need. As they continue to play together in premier competitions, and find more and more success at that level,

these players only become more attractive to the kinds of scouts Northstars staff communicate with on a regular basis.”

Coaches and players interested in opportunities with AKFC should contact either Stoneback or Letherman as soon as possible. Other options would be to enroll in one of the many Coerver® Coaching AK soccer schools and academies. For more information on the Alaska Northstars and their programs for 2010, please visit www.alaskanorthstars.com.

About AKFC

Formed in 2008, AKFC was created to offer an additional competitive outlet for the Alaskan premier soccer player, by providing innovative, advanced training opportunities in a professional atmosphere, stressing our core belief in the development of the individual player, and by promoting tournament match play in the most challenging environments. A member of US Club Soccer, AKFC is operated by the directors of Matanuska Soccer Club but accepts and encourages cooperation between all of Alaska’s premier soccer clubs. Our teams are intended to both further develop and showcase the talents of the state’s best young soccer players by placing them in an environment of consistent competition, where the highest standards of commitment and performance are expected.

About Coerver® Coaching AK

Coerver® Coaching concludes that any system of play is ultimately only as good as the players involved. It therefore focuses on individual development both alone and in the context of small-group team play. This curriculum is delivered through the Pyramid of Player Development and remains consistent with the core mission of all Coerver® development programs: to develop skilled, confident and creative players.

For more information about Coerver® Soccer Schools and Academies, to include the Coerver® Coaching AK Center of Excellence, or for details on AKFC teams and player opportunities, please contact Assistant Director Troy Letherman at 907.982.3459 (t.letherman@coervercoachingnw.com) or Director TR Stoneback at 206.478.3670 (trstoneback@coervercoachingnw.com), or visit AKFC on the web at www.coervercoachingnw.com/akfc/index.asp.

###

