



the

# BULLETIN

Volume 9, Issue 5

May 1, 2006

## Bulls Calendar

05/03: Oahu League BOD meeting, 7:15 p.m., Hale Akoakoa 107, Windward Community College

05/10: HSC Bulls BOD meeting, 7:00 p.m., 900 Fort Street Mall

05/13: HYSA State Championships – Rosters Frozen for U11 – U18 Boys and Girls)

05/13: US Youth Soccer Hawaii State Cup – Rosters Frozen for U19 Boys and Girls)

05/14: Mother's Day

05/20: Oahu League Spring Season Ends

05/21: US Youth Soccer Hawaii State Cup – Coaches Check-In for U19 Boys and Girls

05/21: HYSA State Championships – Check In for U11 – U18 Boys and Girls

05/25: Newsletter deadline for the June issue

05/26: Surf Cup Entry Deadline

05/27: Last Game Day for Keiki Bulls

05/27 – 29: HYSA State Championships, Waipio Soccer Complex

05/29: Holiday – Memorial Day

## Message from the President

Well, here we go again. The Bulls have eight teams participating in the Far West Regionals this coming June 18 - 25 at the Simplot Sports Complex in Southeast Boise, Idaho, near Columbia Village. **Note the date change.** Congratulations to all teams who qualified.

Some teams had no competition and now have to get really motivated for success. Others qualified as wild cards. The rest did it on the pitch with exciting matches all weekend at the State Cup. Baggio's Boys were elated with a 1-0 victory over their rivals. And the U14 Girls did it the

most stressful way possible, with a penalty kick shootout. The sidelines were packed as the girls won through well placed kicks, terrific keeper saves and Coach Dydasco's cunning coaching moves. What a shootout to remember! Some Maui boys even helped create the congratulatory tunnel for the elated girls.

The true nature of the Club was again evident with players giving it their all on the pitch with poise and true grit; teams helping each other in any way possible, especially with food and drink; coaches moving from field to field using all of their experience for the teams to succeed; exhausted players and coaches and managers helping to take down our own tent when the force of the wind got too strong and assisting HYSA officials with their take down.

The Club is also very proud of those who did not qualify; for the way they played and conducted themselves on the field. Some of these very same players stayed behind to help with the aforementioned take down. Thanks one and all.

Now the real work begins. The coaching staff will devise a vigorous training schedule to begin a few weeks prior to departure. Players will need to hydrate and rest well in between games and training sessions. Teams will accelerate fundraising efforts. Please consider securing ads for the Hawaii International Cup (HIC) booklet as a major fundraising source. Selling ads is a lot easier than car washes or garage sales. Support each other as you see fit and above all, enjoy the moment!

## DOES IT MATTER WHERE YOU BOOK YOUR TRAVEL?



Yes, it does matter, not only to you, but also to the Honolulu Bulls Soccer Club. Book your travel with us and you will not only be getting a great deal, you will also be contributing to the Honolulu Bulls Soccer Club in a way that really matters.

Quite often, what distinguishes one travel site from another is simply which one happens to be offering the lowest price. As long as they can find a good deal, most travelers don't care where they book their travel.

But what if you could take advantage of great low prices while lending your support to the Honolulu Bulls Soccer Club? By visiting the travel website [www.ytbtravel.com/bullssoccer](http://www.ytbtravel.com/bullssoccer), you can do just that.

For everything you book on our site, a generous portion of the travel commissions you generate will be given to the Honolulu Bulls Soccer Club. And you'll still be getting a great deal on all the things you purchase: airfare, cruises, hotels, rental cars, vacation packages, and more.

So next time, make your travel do more. Book your travel with the Honolulu Bulls Soccer Club today

## This and That:

By Ken Perske

Just a reminder: The board has provided a very good opportunity for players to raise funds for travel this summer by soliciting ads for the HIC ad booklet. This is very easy labor on the players part (as well as the



parents) with big \$\$\$ return. So far, I have had just a few ads come in. If you want to make money for travel in a way that is a lot easier than selling stuff door to door, please get cracking on soliciting ads for the booklet. Refer to the February newsletter ([hscbulls.com](http://hscbulls.com)) for details and the necessary forms.

Also, the Club has partnered with YTB travel for this year. It is just like booking flights, cars or vans, hotels, cruises and vacations through Expedia, Orbitz or Travelocity. The partnership allows part of the payment to come back to the Club so if you are planning on traveling throughout the year, soccer related or not, and you book through the Internet please consider using YTB. *[Turn to the last page to get a glimpse of what the bullstravel home page looks like.]*

Board elections will take place on June 3<sup>rd</sup> at the Annual General Membership (AGM) meeting. The board will announce the meeting time and place latter. Two vacancies for sure will be open for filling. Anyone interested in running for the board, please contact Ken Perske or Larry Stenek. Those eligible to vote at the AGM for new board members or new dues structure are coaches and manager representatives who have been with the Club for a year or more and actively participate in Club activities.

### About YTB Travel

Information gathered from [www.ytbassociations.com](http://www.ytbassociations.com)

No matter what the cause, all non-profits share one critical challenge... the constant need for new funding. YTB Travel Network, a leader in the travel industry, has created an innovative solution to the constant need of non-profits to raise funds. Our new Travel Affinity Program provides a fresh and consistent stream of funding for any non-profit organization.

We live in an increasingly mobile world. Everyone, including Bulls members and supporters travel here and there... everywhere for personal travel, business, vacations, cruises,

international and domestic. Each trip can make substantial commissions from hotels, airlines, cruise lines and rental cars. These commissions can help fund the Club.

The travel industry is not just big it's huge. It's the largest industry in the US and generates one million dollars of business per minute! The following paragraphs explain how the YTB Affinity Travel Program works.

YTB provides a "Private Label" Booking Engine for us to use and market to our parents and supporters. So as parents and supporters book their travel using the [www.ytbtravel.com/bullssoccer](http://www.ytbtravel.com/bullssoccer) website, it will create a consistent stream of funds from commissions paid by travel vendors. A significant portion of these commissions is then paid to the Bulls as royalties. The booking engine uses the same technology and provides the same features and prices as other on-line booking engines such as Expedia, Orbitz and Travelocity.

With 85% of personal travel booked on-line, the Club is not asking our members to do anything they are uncomfortable doing or they are not already doing. We are asking you to make a simple shift in your activity.

Simply stated, all we are saying to our members and supporters is this: "We know you are going to book travel on-line. All we are asking is that you book your travel with [www.ytbtravel.com/bullssoccer](http://www.ytbtravel.com/bullssoccer). You will receive competitive rates or better and you will be helping a cause you believe in – the Bulls." Even a relatively low participation rate by you can produce significant funds for the Bulls.

Travel is the world's largest industry, and growing 23% faster than the global economy.

\$1.3 Trillion dollar industry in US

Travel is a "big ticket" item producing significant commissions

*Universal Appeal and Demand*

Everyone Loves to Travel

*Industry Market Shift*

On-line Travel is the Fastest Growing Commercial Internet Segment

85% of personal travel is booked on-line

With the YTB program, The Bulls can receive a substantial share of the revenue from our travel website without any of the overhead or operating expenses. 40% of all travel commissions from the website go directly to the Bulls. Below is an example of the income potential available to us.

Players: 350 x 50% participation by players = 175 participating players x \$1,700 average yearly usage per players\* x 5% average commission rate = \$14,875 in travel commissions x 40% association percentage of commissions = \$5950 in revenue for the Club just by players traveling.

Important point is that third party vendor's pay all commissions. This provides a completely new source of income for the Bulls. The YTB program does not require you or supporters to make additional contributions or purchases.

\* Total participation will vary and will be affected by team and personal travel habits of Club supporters. \$1700 average based on figures provided by American Express.

As good as a fund-raising program is it's no good if no one knows about it. That's why YTB works hand-in-hand with us to get the word out about the Bulls travel website and helps keep it in front of our parents and supporters. YTB can provide, at no charge, a complete, professional marketing program for virtually any type of media. The promotional program effectively draws supporters and parents to our travel website again and again, as they plan vacations, personal travel and business trips.

YTB understands our preferred focus is on our non-profit activities...not on fund raising. The YTB goal is to provide the Bulls with not only an invaluable program that produces significant funds for us, but also one that is easy to implement and the YTB to manage. The local YTB consultant, as well as the YTB home office, will work with the Bulls through all phases of the process making sure that our program is set up properly and that our parents and



supports understand every detail completely.

YTB places the Bulls on the "Please Do Not Contact" list to prevent other RTAs from calling us.

YTB will provide any information needed for board approval.

The Bulls have provided an image file of our logo for use on the booking engine.

YTB will create, maintain and house, on a secured server, a "Private Label" booking engine for the Bulls.

YTB will provide a turn key marketing kit for use to promote the Bulls affinity program to our parents and supporters.

YTB Travel Network distributes funds after receiving them.

YTB Affinity Program Business Model is as follows:

1. YTB provides turn key marketing program
2. Parents and supporters visit the Bulls site to book personal travel
3. The Bulls booking engine provides parents and supports with competitive on-line rates
4. The Bulls receives funds paid by third party vendors - not our membership base

As a major player in the travel industry, YTB has experienced phenomenal growth through innovation, creativity and old fashioned attention to detail. The YTB travel fund raising program is the only program of its kind in the travel industry.

As a full service travel management company, YTB has invested millions of dollars in state-of-the-art Internet technology. YTB has blended automated travel booking with our "white glove" customer service to bring a performance driven program to us. YTB has key industry alliances with CheapSeats.com, Priceline.com, Hotels.com, Worldspan and Apple Vacations.

*[Turn to the last page to get a glimpse of what the bullstravel home page looks like.]*

### HIC 2006 Omiyage

By P. Michael Watson

As part of the long-term marketing of the HIC Tournament, the Club would like every Bulls team to participate in a standard Club omiyage program to build broad familiarity with the HIC tournament, primarily with mainland teams. This means the Club would like every team traveling to the mainland for US Club Regionals, USYS Regionals, Surf Cup, Pats Cup, Nomads, etc. to take a supply of the Bulls/HIC key chains with them to give away to each opposing player after every game. (Note: The Club can also provide a supply of HIC postcards to hand out as well.) The Club hopes this will help Bulls teams with their travel preparations so they can avoid shopping for alternate omiyage. Teams can use the key chains at the HIC, too, although the key chains will be available for sale at the HIC tournament as well.

The key chains are custom design stainless steel, 1-3/8 inch with split ring enclosure that is 4-color epoxy printed on each side. They will cost the Club \$0.80 each (actually, just a hair more with freight), and the Club will sell the key chains to our Bulls teams at cost. The key chains will be available by June 1<sup>st</sup> so teams can take the key chains with them on this summers soccer trips.

The Club ordered enough of the key chains to last through the summer and will reorder with next year's dates if this proves successful.

### Congratulation Bulls



The following HSC Bulls qualified for the US Youth Soccer Far West Regionals (Region IV Championships)

- in Boise, Idaho.
- GU12: HSC Bulls 94G 8v8 Division
- GU13: HSC Bulls 93G Wild Card
- GU14: HSC Bulls 92G
- GU18: HSC Bulls 88G
- BU12: HSC Bulls 94B
- BU14: HSC Bulls 92B
- BU15: HSC Bulls 91B Wild Card
- BU18: HSC Bulls 88B

### Trivia Question:

By Ken Perske

Congratulations go to Lauren, Danielle, and Rachel Stollar for correctly answering last month's trivia question as Barry Bonds.



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