



Organization and Programs

Our mission at Own Touch is to create an atmosphere where soccer players are transformed into technically proficient, skillfully advanced, passionate and confident athletes. We foster a learning environment that challenges players to perform, yet embraces mistakes, which is a natural and necessary part of development. Our programs reflect our philosophy of growing the love of the beautiful game from the inside out, as a family.

Excellence is desired.
Commitment is required.

In order to transform our mission into **The Own Touch Way**, our focus areas are as follows:

- High quality, professional technical training
- Measurable development of soccer skills
- Increased experience
- Good sportsmanship
- Strong work ethic
- A fun, exciting, positive, supportive, and safe environment
- A comprehensive age-appropriate training program
- A peer learning environment where players work and learn from each other

Soccer players throughout most of world, grew up playing soccer in the streets - learning finesse, control and TOUCH - all skills that improve confidence and performance. Here in America, we grow up playing on teams. Teams must focus on team tactics to win games. Own Touch turns that philosophy inside out and focuses on individual development. When players learn to develop their touch, they learn precision, which leads to keeping possession of the ball, which leads to opportunities to score, and ultimately . . . to win. Here at Own Touch, we are dedicated to helping our trainees master individual technical skills that will become ingrained in their athletic memory.

Own Touch Philosophy



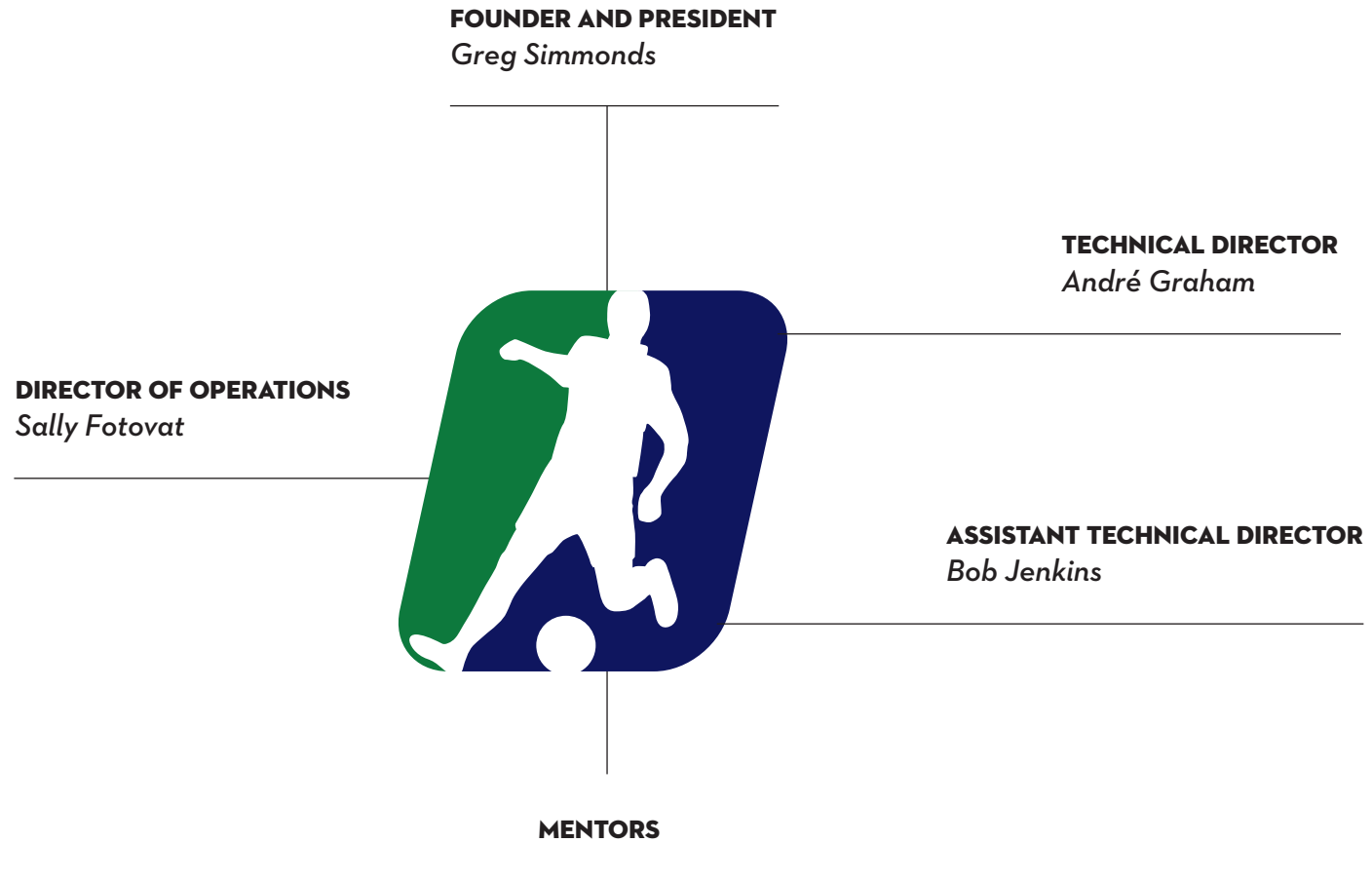
- “Efficiency of Movement” means the time it takes to recognize options, prepare to receive the ball, and the time it takes between receiving the ball and making the next pass or movement with the ball.
- We want our players to have the proper technique to be able to successfully execute this mentality on the field.
- At the younger ages (7-10) technique should have a heavy emphasis on gaining a “feel” for the ball, fun and a lot of activity.
- At the older ages (11-18) players are able to focus for longer periods of time and should begin to be introduced to more deliberate repetition. The “fun” begins to include how well the player is able to execute a task.
- Establishing proper training habits. (Do it properly and do it enough to make it automatic)

Own Touch Technical Vision



TECHNICAL VISION FROM DIRECTOR ANDRE GRAHAM

Our goal is to train players to be as efficient as possible with technical ability and movement. We want our players to be in a fun but technical environment where they can realize their full individual potential. One main focus and objective is to ensure that the majority of exercises and comments from our coaches should be about the players' technique, movement, range, and angles. We want our players' decisions and actions to be motivated by the courage and enthusiasm to not only look for early options for passing and movement, but also have the poise to take opponent's on off the dribble to remain unpredictable and unique. We want our players to gain confidence, proficiency and basic awareness in small group settings and not be afraid to fail. Own Touch will have a major impact on the overall process of each player's development.





FOUNDER AND PRESIDENT

Greg Simmonds

Before turning professional, Gregory Simmonds was his high school's (Sherwood High School, Olney, Maryland) first-ever All-American athlete - the second is US National stand-out Oguchi Onyewu. He also still holds the record for goals scored at his alma mater, Howard University. Simmonds began his professional soccer career with the Hershey Wildcats where he scored 35 goals, had 16 assists, and was named USL-1 Rookie of the Year in 1999 and Team MVP in 2000. Simmonds also played for D.C. United in the CONCACAF Champions Cup in 1999.

Simmonds also boasts international experience, having played with the Jamaican National Team youth and senior teams (Reggae Boyz) in 1999. Signed by the Miami Fusion in 2001, he tallied 4 goals and 2 assists in league and Open Cup matches. After the Fusion folded in 2001, he signed with Rochester Rhinos in 2002 where he led the team with 9 goals and 6 assists. In 2003, he played in 27 games with the Richmond Kickers. Simmonds played for USL First Division team Charleston Battery for the 2004 and 2005 seasons and was the team's leading scorer both years with 18 goals and 9 assists. In 2006 joined Virginia Beach Mariners where he was team MVP after leading the team with 9 goals and 5 assists and being named to the league's ALL-STAR TEAM.

Simmonds finished his professional career with 75 goals and 37 assists, last playing for the Puerto Rico Islanders.

Simmonds retired from professional soccer shortly after he founded the Soccer and Futsal programs at U-TURN Sports Performance Academy where he served as Director for over 3 years. Simmonds then became the Co-Founder and President of Own Touch Soccer, as well as Co-Founder and President of FutsalRVA. Simmonds is a US National Pro A License Coach. FutsalRVA has produced four US Youth National team players and currently has five US Youth Futsal National Championship titles.



TECHNICAL DIRECTOR

André Graham

André brings years of familiarity with the technical aspect of the game and how to incorporate it within our youth. Within his role as the Technical Director, he will be responsible for research, development, implementation, and management of the training curriculum for Own Touch in efforts to continually improve and enhance training programs.

Within his role as The Advanced Mentee Director, he will help incorporate a program that creates a unique and personalized training environment designed for motivated players who have demonstrated a high level of commitment and passion for the game. André will be helping to provide a technically advanced curriculum to our mentees that will accelerate player growth and development.

André is a Richmond Native who played club soccer for Kickers academy/ FC Richmond and went on to enjoy a 4-year collegiate career at Hampden-Sydney College. After college, he stayed heavily involved in the game in multiple facets including playing NPSL as well as coaching for Chesterfield United under Joe Farrell. For the past 8 years, he has quickly expanded his coaching resume within outdoor and indoor soccer/futsal which includes a position as the Technical Director for FutsalRVA.



ASSISTANT TECHNICAL DIRECTOR

Bob Jenkins

Has worked exclusively with Greg to develop an in-depth training program. Bob was US Soccer's Director of Coaching Education and Youth Development from 2005-2008. He also coached the US National Team U-18 team and was a head coach for the Richmond Strikers Academy team. Bob played at Duke University and works with Arsenal Soccer club in England, scouting the United States for young talent who want to train at Arsenal. He currently works with PUMA and Arsenal directing the technical aspects of the PUMA Powered by Arsenal Program in the USA.

Bob is responsible for research, development, implementation, and management of training curriculum for Own Touch in efforts to continually improve and enhance training programs. Along with unparalleled coaching experience and an impressive dossier of national credentials, Bob's knowledge and understanding of the game will be invaluable to the Own Touch Family. In addition to his time spent with the Richmond Strikers Arsenal Program, Bob has held various top-level coaching and administrative positions to include:

- United States Soccer Federation (USSF) Director of Coaching Education
- U18 US Men's National Team Head Coach
- American University Men's Soccer Head Coach
- University of Virginia Men's Soccer Assistant Coach
- PUMA/Arsenal TCC Elite Coordinator
- Technical Director for the Richmond Strikers

Bob also comes to Own Touch with a USSF Youth Technical Director License, USSF A Coaching License, as well as a National Youth License.



DIRECTOR OF OPERATIONS

Sally Fotovat

Sally moved to the US from England in 2000 with a degree in Early Childhood Education and has worked in this field for 20 years both in Virginia and Colorado. Sally's background and experience are in Early Childhood Education, Office Management, and Customer Service. Sally, as General Manager, concentrates on the organizational, administrative, and operational development of Own Touch. Sally also collaborates with leadership staff, on a regular basis, to optimize operational strategy, process and planning.

Sally more importantly works closely with parents and children and her superior Management and Customer Service skills enable her to keep everything running smoothly at Own Touch.

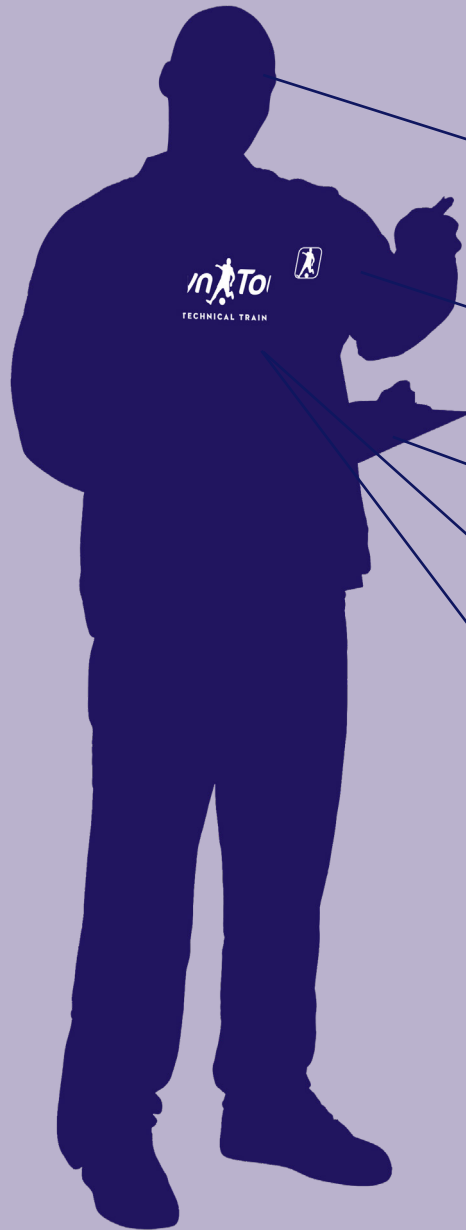


- Individual technical proficiency
- Individual creativity
- Agility, balance and coordination
- Challenging but supportive environment
- Respect, commitment and passion
- Proper training habits
- Mentoring support for both players and parents

What Makes Us What We Are

Being a part of the Own Touch family is a special and unique experience. The operating principles you will see in the following pages demonstrate our commitment to our players, parents and staff.





COACHES

HUMILITY

Integrity, respectful

ROLE MODEL

Committed to the philosophy of Own Touch

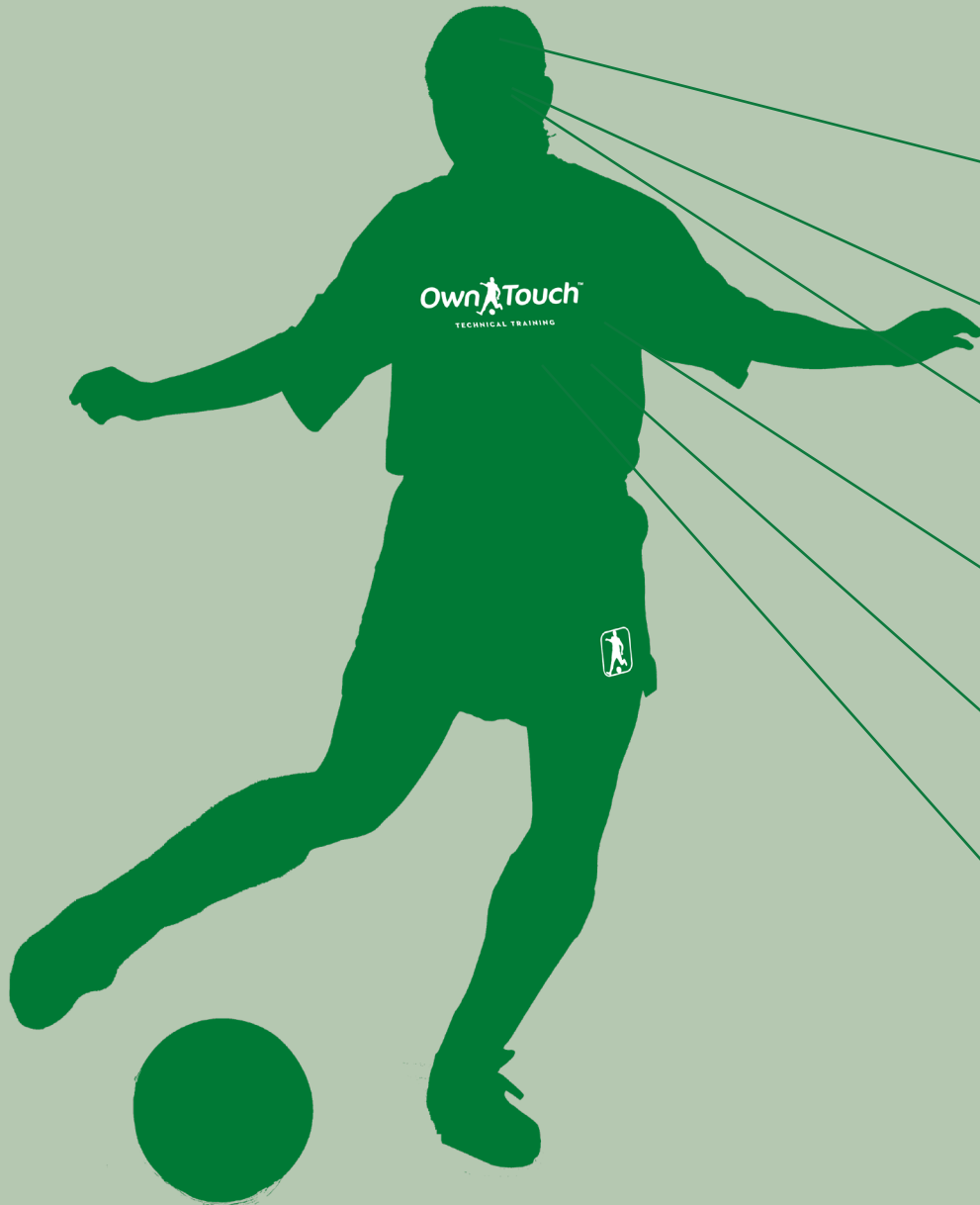
ORGANIZED

Professional, student of the game

LOYAL

Dedicated, Own Touch centric

PASSION FOR THE GAME



PLAYERS

HUMILITY

Respectful, willing to learn

POSITIVE THINKERS

AMBITIOUS

Belief in themselves, driven

LOYAL

Trusting, club centric

COMMITTED

Competitive, disciplined

HAVE PASSION

PARENTS



SUPPORTIVE

Reinforce and encourage principles of learning, training, and hard work

PATIENT

Help players understand that progression towards skill mastery takes time

COMMITTED

Help optimize scheduling, preparation, participation, and effort

Coach Expectations and Standards



Every club has a list of Coaches expectations and standards and we are no different. Our Coaches are representatives of Own Touch, and are held to our highest standards. Please see our coaching expectations and standards, on and off the field.

Coaching Standards

- Provide the opportunity for players to develop
- Create a positive learning environment
- Be approachable for questions from players
- Properly prepare for each training session
- Communicate effectively with parents

Behavioral Standards

- Be good ambassadors of Own Touch
- Demonstrate professional conduct at all times
- Be dressed appropriately in Own Touch attire
- Promote good sportsmanship
- Lead by example

Coaching Education



We at Own Touch know that coaching education is critically important to help create the appropriately positive environment that is needed to help in player development. We are always striving to create a quality learning environment allowing coaches to network with, learn from, and mentor each other.

To prepare our coaches to work with players, expand their knowledge and ultimately help our coaches progress developmentally, Own Touch technical staff look to complete the following tasks:

- Encourage coaches to further educate themselves by participation in state and national coaching courses
- Ongoing coaches mentoring program
- Regular ongoing coaches meetings
- Regular On the Field and the In the Class Comprehensive Evaluations & Review
- Encourage coaches to join to The U.S. Soccer Digital Coaching Center (a state-of-the art online educational platform)

Player Expectations and Standards



Our players are also representatives of Own Touch, and are also held to our highest standards. Please see our player expectations and behavioral standards, on and off the field.

Player Standards

- Greet coaches and players in a respectful manner
- Have a willingness to learn
- Give maximum effort
- Stay engaged
- Have a desire to practice on your own

Behavioral Standards

- Be good ambassadors of Own Touch
- Be dressed appropriately in Own Touch attire
- Have good sportsmanship
- Respect the Own Touch Way

KNOWING OUR OWN TOUCH PLAYER

The Own Touch training program is based upon age-appropriate guidelines as designed by US Soccer. The ultimate goal of youth soccer development in the United States is to unlock the game within each child to reach full soccer potential. Own Touch knows that there are three main areas of soccer development that occur in our players that affect the way we coach.

Psychomotor: Psychomotor development is the process of gaining physical skills as related to the mental ability of the child to recognize cues and respond with the correct action. In simpler terms, it is their movement development.

Cognitive: Cognitive development is mental development. This includes memorization, creativity, and problem solving.

Psychosocial: Psychosocial development is the development of relationships with others from individual awareness to pairs to small groups to large groups.

Own touch bases its training programs on these established characteristics. Please see the following stages of development for our players, U5-U18.

Stages of Development



U5-U8

COGNITIVE

- Tend to only handle one task at a time in problem-solving situations
- Immature understanding of time and space relationships
- Rules must be simple. Long sequential instructions are not processed.

PHYSICAL

- Body segments grow at different times
- Differences between boys and girls are minimal
- Motor development starts with the head and moves downward to the feet and from the center of the body outward.

PSYCHOSOCIAL

- Needs generous praise
- Psychologically easily bruised
- Egocentric. Individualized perception of the game
- May verbalize team, but does not group or collective play
- Can start to introduce partner play

Stages of Development



U9-U12

COGNITIVE

- Lengthened attention span, ability to sequence thoughts and actions
- Pace factor beginning to develop, they are starting to think ahead
- Intrinsically motivated to play
- Starting to recognize fundamental tactical concepts such as changing direction of the ball

PHYSICAL

- Boys and girls begin to develop separately
- Ability to stay physically active is increased
- Gross and small motor skills becoming more defined
- Great diversity in playing ability
- Physically mature individuals demonstrate stronger motor skills

PSYCHOSOCIAL

- Popularity tends to influence self esteem
- Tends to be self-critical and may need positive reinforcement
- Beginning to spend more time with friends rather than parents
- Developing a conscience, morality and a scale of values

Stages of Development



U13-U18

COGNITIVE

- Players see the bigger game
- Better understanding of movement off the ball
- Can think steps ahead of the ball
- Have a lengthened attention span
- Able to understand moral principles

PHYSICAL

- Increase in aerobic power, acyclic speed and explosive strength
- Muscles begin to differentiate
- Begin to reach potential in terms of coordination and performance of skilled movement

PSYCHOSOCIAL

- Maintaining concentration in training and in games
- Strong desire to be part of a team
- Emotions can still overcome tactical knowledge
- Caught between being a child and an adult



MENTORSHIP PROGRAM

The Mentee Program is our flagship offering, requiring the highest level of commitment and passion for the game. **If you are looking for year-round indoor training that will deliver maximum results, this program is for you.** The Own Touch Mentorship Program is our flagship program providing unlimited access to training at an affordable monthly rate. During the off-season, players train 3-5 times a week and 1-2 times a week in-season. (In season they train on rain-out days and 1 or 2 other days to work on their Own Touch)



MENTEE ACADEMY

Ages U8-U18

By joining the combined Mentee and FutsalRVA program, players will have the best opportunity in the region to further their game – athletically, technically, and intellectually.



CAMPS AND CLINICS

Own Touch offers unique camps and clinics year-round to meet the ever-changing needs of our youth players.



TEAM TRAINING

Own touch Soccer/Futsal offers team training for local teams. This program is designed for both the youth players and their team coach. Hosted by Own Touch coach Greg Simmonds, the Team Training Program will help players develop their game by focusing on communication, technical skills, finishing and small-sided play.





PRIVATE INDIVIDUAL AND SMALL GROUP TRAINING

Individual development is critical to becoming a valuable team member - and it happens to be our specialty! Private soccer training provides critical one-on-one attention to work on any skill or set of skills desired. Working one-on-one, we can quickly identify strengths and weaknesses, and build a focused regiment to see rapid results. Private or Semi-Private sessions are available for players ages U7 to U19 (individuals and/or groups).

“Mastering the ball is the most important aspect of development from ages 5-12. It is during these critical years that a player must be able develop comfort on the ball. Own Touch offers a unique program designed to increase a player’s individual technical ability. By consistent participation in the Own Touch program, a player will definitely see an increase in their ability to execute the fundamentals of soccer. Both my boys have benefited by going to Own Touch and I would highly recommend it for the player that wants to reach their full potential.” - Kevin Durkin

“OwnTouch has given my kids the opportunity to become better soccer players. Technical training, small group training, one on one training, OwnTouch offers many options to help further the development of skills needed to advance my kids on the pitch. Having a great coaching environment, great location and great training options as well as the futsal components are crucial in our decision to choose OwnTouch. I would recommend OwnTouch to anyone who wants to better themselves on and off the pitch.” - David Flammia

“The positive atmosphere and focus on technical training at OwnTouch WestEnd has impressed us from the beginning. Rather than selling parents on the value of the program, OwnTouch allowed us to visit the facility, meet with the coaches and allow our children the opportunity to train as part of our introduction. The overall experience set OwnTouch apart from any other individual technical training we had witnessed—it focused on meeting each child where he/she was in terms of development and pushing them to work on areas of opportunity unique to that child. The technical ability and acumen of the coaches are second to none, and the OwnTouch program seeks to supplement club play, not take the place of any travel or recreation programs. OwnTouch provides the personal attention and focus on specific technical development that helps each child achieve their best. I can attest that our children’s confidence, touch on the ball and love for soccer have grown significantly since they became Mentees at OwnTouch WestEnd.” - Jon Campbell

*“Own touch has been a great resource and opportunity for my kids to improve their soccer skills at young age. Both my kids are mentees and have access to all different technical training sessions, attack/defend, pass/receive, speed/agility, ball mastery, advanced training and the Friday free plays. The mentee program, with the monthly private sessions, and futsalRVA training have helped my kids understand soccer fundamentals, improve and develop their technical and foot skills, work in small space and soccer IQ. The coaching staff for Owntouch and FutsalRVA is very professional and knowledgeable, and my kids think highly of them. We like having the option to have Indoor training sessions during soccer season when outdoor practices are cancelled due to weather, or during off season when the weather is too cold or too hot to play outside. For my little one, Owntouch has been home away from home, and love to practice every day for hours. Owntouch camps, including tiki taka, are great and good complement to the already offered training sessions.” - **Ali Benremouga***

*“The Own Touch program is in a league of its own! My son has learned so much about soccer. I have been amazed to see his growth in the sport since he began attending. The coaches are attentive and they really know him and how connect with him. They are true professionals that are not only talented in soccer, but are able to teach that talent to so many kids with different learning styles. They provide guidance as good role models and help the kids navigate social interactions as well, so they can learn to be great teammates and friends! My son’s best friends are at Own Touch and he gets so excited to see them at games for his outdoor club, even when they’re on opposing teams. I’ve seen them high-five each other at half-time and congratulate each other on a game well-played, regardless of who won or lost. I cannot speak highly enough of the program at the parent level! Sally, the program coordinator, is so patient and understanding of our busy lives. She always makes herself available to answer questions and provide guidance. She knows every single kid in that program like they are her own. I have full confidence every time I drop my son off at Own Touch that he’s in the best hands out there and that he will gain skills and sportsmanship day after day. My son has gone from being an okay player to being on a top team for his age thanks to the education and encouragement from Own Touch!” - **Laurie Uzuoku***

Own Touch is committed to maintaining its independence and objectivity in the community. We are NOT a club and have no soccer club affiliation. Although we utilize the support and cooperation of soccer coaches from many neighboring soccer programs, we have a strict “no recruiting policy”. Soccer players from one club can rest assured that they will never be pressured to join other clubs in our program. In addition, our independence and objectivity are reflected in the fact that we provide equal, unbiased opportunity for all mentees.

Affiliations and Partners

