

Just what are we planning for 2018-19?

First of all, it's our **25th season** celebration! Wow!

Most small businesses are unsustainable:

It's often said that more than half of new businesses fail during the first year. According to the Small Business Association (SBA), this isn't necessarily true. The SBA states that only 30% of new businesses fail during the first two years of being open, **50%** during the first five years and **66%** during the first 10.

We think we have a great "this is our best fit" plan for our 2018-19 travel team program and now we are in the process of sharing our message with last year's parents/athletes, high school and middle school coaches in 10 counties and over 12,000 alumni!

We have our facilities set and have a really strong coaching leadership plan in place!

Because we have "right sized", our plan is to coordinate teams based on appropriate training space, lead and team coaches and available good>great athletes with "master learner" profiles.

6+ month elite model maximum # of middle through high school age group teams:

6

3+ month competition model:

6

We are also coordinating a 12U fall prep camp for athletes in grades 6 and 5. Here is the link:

<https://americanathlete.com/12u-prep-camp/>

25 seasons!