

16th ANNUAL NORTH AMERICAN  
**SAND SOCCER CHAMPIONSHIPS (NASSC)**  
including the Men's pro/am "U.S. OPEN"

**SAND BLAST #5 WRAP**

**JUNE 10, 2009**

This final edition in the Sand Blast '09 series is meant to simply say "THANKS" to the players, families, fans, sponsors and staff who collectively made NASSC #16 yet another huge success.

\* **Headcount** - Approximately 9,000 sand soccer players competed in 76 different skill and age group divisions, plus another 1,150 athletes in our six highly popular "Sidekick" venues. Sixteen states and eleven countries were involved.

\* **Location on beach** - For the bunches who make their hotel reservations early, the tentative positioning of 2010 divisions along the beachfront should remain as in '09.

\* **Lodging** - Please coordinate your hotel reservations with NASSC official headquarters agent Andrea Casperson of **BookMyGroup (BMG)** on [www.sandsoccer.com](http://www.sandsoccer.com).

**IMPORTANT POLICY CHANGE** - to accurately respond to various data calls for hotel usage which, in turn, determine NASSC City services support and event reputation, **all lodging accommodations must henceforth be made via BMG AS A CONDITION OF 2010 TOURNAMENT ACCEPTANCE!** Good deal too in securing best rates via BMG to NASSC-friendly properties which assist in housing referees coming in from distance (Referees are the key determinant in NASSC adding teams...)

**The Best Western Oceanfront on 29<sup>th</sup> St will again serve as NASSC Headquarters in 2010.**

\* **Socks 'n shirts - Premier Soccer Hilltop** in Va Beach (1-757-428-0970) will return as our KEY SPONSOR in '10 as **exclusive distributor** for NASSC-authorized sand socks (**Vincere**), and the **UMBRO official tournament ball**. You really liked "Bruce The Shark" tees from **Martin Screen Printing**. Never fear, we'll be back with another knockout design for '10. Meanwhile, you may contact Tony at Martin Screen at 1-757-855-5416 about very limited 2009 remaining inventory.

\* **Water, water, everywhere** – kudos once again to Key Sponsor **Deer Park Natural Springs Water, and Nestles**, for ensuring NASSC remains the best hydrated sports event known on the planet! Kneel, Kneel, Bow, Bow...

\* **CHKD Kid's Clinic** – Rain rain stay away! We'll go again another day in 10! Same for the beach movie nite...At least the 2 big playing days enjoyed super blue skies and nice temps!

\* **Festival Programs** – for those who didn't go home with our colorful 120+ page festival program, you may still purchase a copy by mail for \$ 3.28 (S/H included) by emailing [hsrcoffice@aol.com](mailto:hsrcoffice@aol.com). The program, also **on sale locally at the HRSC Soccer Office and Premier Soccer at Hilltop**, has all the rules, weekend agenda, history, 2009 teams, action pix and personalities which have made NASSC what it is in the exploding world of beach soccer.

\* **Sponsors and advertisers** – large "huzzahs and hoorays" to the '09 Sponsor Team for their financial and in-kind contributions which are so essential in making NASSC the absolute "class act" in the

expanding world of beach/sand soccer. The Hampton Roads Soccer Complex gate (2276 Recreation Dr.) is always open to you for a visit to see directly what your charity support is doing for our young, and not so young, athletes including family members of our military personnel. **IT REALLY COUNTS!** Sponsors/advertisers may contact their respective HRSC affiliate club coordinators for comp copies:

\* **HRSC U.S. OPEN** – One of the best OPEN's on record and a real hit with the NASSC hordes who flocked to the beach stadium to see top pro/ams in action. Congrats to the Brazilians of **Footvolley.net** from Fort Lauderdale who earned the National Championship and finalist **Hampton Roads Soccer Council "Elite", last year's champs**. Well done also to **Florida's Lusitanos SC** who captured the Bronze Medal, defeating a tough **VBI Northern VA/ Florida** contingent. Thanks also to all the OPEN teams who dazzled the crowds – and the crowds who dazzled the pros - throughout the festival weekend. It was also a privilege to have USA's new **national Beach Soccer coach Eddie Soto** on site, as well as **Bob Armell, President of the American Beach Soccer enterprise, and Pugg Goals Company President**.

\* **"USA vs. The World" Pro/Am Exhibition** – our second Saturday evening, under the lights venue, was a huge hit, attracting a full stadium of excited fans who enjoyed a hot skill demo. The Exhibition MVP went to a U12 who came on in the final minutes as a special youth sub and proceeded to rocket a side-netter by the surprised professional goalie as the crowd erupted! All followed by the lad being hoisted up on the shoulders of the pros for a celebratory lap around the stadium - and Natl Coach Soto jottin' down his name = PRICELESS! More coming in '10! Don't miss it as the perfect way to end Saturday action....

\* **SIDEKICK beach sports** – Beach Wrestling, Beach COED Flag Football, Beach Rugby and Beach Lacrosse veterans all enjoyed successful presentations. Returning Beach Tennis had a great weekend too, as did new entry "Beach Cornhole"/beanbag. All are expected back in '10.

\* **Publicity** – hope you enjoyed solid promotion and coverage by our large media team, led by **WVEC TV, MAX MEDIA's four stations, Radio Disney, WVXX, the Virginian Pilot, the Flagship Newspaper, Sunny Day Visitor's Guide, Virginia Living Magazine, El Eco and the local "ADMOBILE"**. We'll be revising our website to include 2009 action photos and early '10 info.

\* **Last salutes** – to the **City of Virginia Beach**, as NASSC's "Presenting Sponsor"! To the Mayor's and City Manager's offices, Sports Marketing, Special Events, Beach Facilities, our spectacular VB Convention Center and Emergency Medical Service (EMS) volunteers – a big **WAYTAGO!** Thanks for ensuring VB remains the perfect host for sand soccer! And, of course, to the incredible **NASSC festival staff**, drawn from the Virginia Beach Travel Soccer Club (Beach FC/NYSL), the Virginia Rush Soccer Club and the Southeastern Virginia Women's Travel Soccer Association (SEVWSA) who, augmented by local military and corporate volunteers, pull NASSC together and make it what it is year after year.

*Thanks to for all the "e-congrats over the past few days and "SEA YA" in '10!*

*Dick Whalen, NASSC Executive Director,  
for the entire 2009 festival staff*

**JUNE 4-6, 2010... Be There!**