



ABOUT US

Western Iowa Surf is a partnership with Surf Nation, a community that has a proven track record of providing the “Best of the Best” experiences and opportunities for players, coaches, and families. Surf has become the industry leader in commitment to youth development, both on and off the field.

Led by the most experienced Coaches, Staff, and Administrators in Pottawattamie County, Western Iowa Surf will continue to provide a high-quality experience and will now have access to further opportunities for its players and coaching staff within the Surf Nation Community.

Western Iowa Surf was founded in 1978, as Council Bluffs Youth Soccer Association (CBYSA). In 2016 CBYSA merged with Council Bluffs Futbol Club (CBFC) to form Council Bluffs Soccer Club. In 2024, Western Iowa Surf, the competitive branch of CBSC, joined Surf Nation to provide the “Best of the Best” experience and opportunities for players, coaches, and families in Western Iowa and surrounding communities.

MISSION STATEMENT

To provide the “best of the best” soccer experiences, develop life and athletic skills, and opportunities that foster friendships within our community.

VISION

To be the leading community-centered soccer club that sets the standard for player development, character growth, and meaningful connection, where every player is inspired to reach their full potential on and off the field.

CLUB VALUES & PRINCIPLES

ENJOYMENT: Creating a positive, challenging, and supportive environment where players develop a lifelong love for the game.

Players:

- Play every practice and game with creativity, confidence, and a smile.
- Encourage teammates in good and difficult moments.
- Respond to mistakes by immediately re-engaging in play rather than showing frustration.

Coaches:

- Use encouragement more than criticism.
- Allow freedom within structure while rewarding brave decision-making.
- Design sessions that maximize ball contact and active participation for every player.

Parents:

- Focus on the joy of watching your child play, supporting effort and enthusiasm over results.
- Avoid sideline coaching or managing player behaviors.
- After games, ask your child what they enjoyed or learned rather than focusing on the score.



HUMILITY & HONESTY: Act with integrity, respect, and transparency, remaining humble in success and accountable in adversity.

Players:

- Admit individual mistakes without blaming teammates, coaches, or referees.
- Always compete honestly and do not attempt to deceive officials or opponents.
- Recognize areas for improvement and actively seek feedback.

Coaches:

- Communicate clearly about expectations, roles, and decisions.
- Hold all players to the same behavioral standards while consistently recognizing effort.
- Address performance concerns directly and privately rather than publicly.

Parents:

- Model strong behavior by avoiding blaming coaches, referees, or teammates.
- Speak truthfully and constructively with your child about their performance.
- Keep long-term development as the focus rather than prioritizing winning.

CHARACTER & LIFE SKILLS: Use soccer as a vehicle to teach leadership, resilience, discipline, teamwork, and responsibility.

Players:

- Arrive on time and prepared for every practice and game.
- Use clear, respectful communication with teammates, coaches, and referees.
- Complete assigned responsibilities (equipment, warm-up, recovery, school assignments) without reminders.

Coaches:

- Reinforce leadership, accountability, and discipline at practice and games.
- Establish clear team standards and empower players to uphold them within the group.
- Connect training challenges to real-life lessons during debrief moments.

Parents:

- Promote independence by allowing players to advocate for themselves.
- Reinforce that adversity builds resilience rather than stepping in immediately.
- Support consistent routines at home that promote discipline (sleep, nutrition, academics).

SPORTSMANSHIP: Compete fiercely while showing respect for opponents, officials, teammates, and the game itself.

Players:

- Accept all decisions without arguing with coaches, opponents, or referees.
- Walk away from confrontation and allow referees to manage the game.
- Shake hands with opponents and officials after every match, regardless of the score.

Coaches:

- Accept all decisions without arguing with coaches, opponents, or referees.
- Model positive behavior and accept defeat gracefully.
- Address unsporting behavior immediately, regardless of the score.

Parents:

- Accept all decisions without arguing with coaches, opponents, or referees.
- Do not speak negatively on the sideline about other players, coaches or referees.
- Applaud respectful play and fair competition from both teams.



Board of Directors

- Shane Hoss – President
- Steven Wimmer – Vice President
- Komlan Sogbadji – Treasurer
- Chris Robicheau – Secretary
- Kendra Soechtig – Board Member
- Brett Michael – Board Member
- Mandy Manz – Board Member

Technical Director

- Chris Wright - cwright@westerniowasurf.com

Club Administrator

- Amanda Caton - acaton@westerniowasurf.com

