

October 2026



CMSA Clubhouse

Building Players, People, and Community.



INSIDE, WE ALSO TALK ABOUT:

Beyond the AGM
Page 4

*Her World. Her Game. Her
Moment.*
Page 6

One Crest. One Standard.
Page 8

Academy Corner
Page 10

From Player to Mentor.
Page 12

Rocky Gets a Teammate!
Page 14

Coach's Corner
Page 15

President's Message

By Duncan Hawkins, CMSA President

Building the Next Chapter

New Seasons. New Opportunities. One Club.

October marks the beginning of another chapter for Crossfield Minor Soccer Association.

With our outdoor season behind us, summer Academies completed, Girls Power Weekend celebrated, and our Annual General Meeting now concluded, we find ourselves looking toward what comes next.

And there is plenty to be excited about.

This past year has been an important one for CMSA. We welcomed 358 children into our outdoor programming, representing a 15% increase over the previous year, while continuing to see encouraging growth in girls' participation. Our development opportunities have expanded, our community partnerships have strengthened, and our club continues to evolve beyond what was once a small seasonal soccer program.

But growth brings responsibility.

As we welcome more players and families, we must also ensure that the quality of the experience we provide continues to grow alongside them. That means investing in our coaches, strengthening our programs, creating meaningful development opportunities, and remaining mindful that every decision we make should ultimately benefit the children who wear our crest.

Our recently completed 2026 AGM Report reflects much of that journey. More importantly, it outlines the direction we are working toward as a club. I encourage every family to take some time to explore it and better understand the work happening behind the scenes.

A New Season, New Opportunities

October also brings the excitement of indoor soccer.

For the first time in this new chapter of our competitive programming, CMSA teams will be representing Crossfield in Calgary league play. This provides our players with opportunities to experience different opponents, adapt to new challenges, and continue developing throughout the winter.

Alongside our competitive teams, our Indoor Academies will provide opportunities for younger players and those looking for additional development to continue learning, building confidence, and enjoying the game.

I'm also particularly excited about the introduction of our Junior Coach Program.

Giving older players the opportunity to mentor and support our younger athletes represents something we strongly believe in at CMSA: development should extend beyond technical soccer ability. Leadership, responsibility, communication, patience, and the willingness to help others are qualities that will serve these young people long after their playing days.

Looking Beyond Our Own Fields

As we continue growing opportunities for girls in our club, we also have something exciting on the international horizon; the 2027 FIFA Women's World Cup in Brazil.

Following another successful Girls Power Weekend, I believe this gives us a wonderful opportunity to continue celebrating the women's game, introducing our players to positive role models, and helping our girls see just how many possibilities exist through sport.

We'll begin following the road to the Women's World Cup through upcoming editions of the Clubhouse, and I hope it becomes something our entire membership can enjoy together.

The People Who Make It Possible

Finally, I want to recognize the volunteers, coaches, Board members, sponsors, community partners, and families who continue to contribute to CMSA.

We remain a 100% volunteer-run organization, and the commitment people make to this club is something I never take for granted.

As we move into another season, I encourage everyone to remember that building a strong soccer club isn't simply about producing stronger teams. It's about creating an environment where children feel they belong, where effort and character matter, where families feel connected, and where opportunities exist for young people to discover what they are capable of becoming.

We have accomplished a great deal together, but there is still so much ahead of us.

The next chapter is already underway. Let's make it one worth remembering.

Respect All – Fear None!

Duncan Hawkins
President
Crossfield Minor Soccer Association



Beyond the AGM.

Building More Than Players.

By **Duncan Hawkins,**
President

Reflecting on Our Journey. Investing in Our Future.

Our 2026 Annual General Meeting marked another important milestone in the continued development of Crossfield Minor Soccer Association.

An AGM provides an opportunity to review finances, discuss club operations, address governance requirements, and look back on the previous year. But perhaps its greatest value is the opportunity to reflect on a much bigger question:

What kind of club are we building for our community?

Over the past several years, CMSA has continued evolving from a traditional seasonal soccer program into an organization focused on providing meaningful opportunities for children, families, coaches, and volunteers throughout the year.

That progress is reflected in our recently published 2026 Annual General Meeting Report; Building More Than Players.

More Than a Collection of Numbers

This year's report tells the story of a club that continues to grow, both in participation and in purpose.

With 358 children registered during our 2026 outdoor season, a 15% increase over the previous year, we have plenty to celebrate.

But the numbers only tell part of the story.

Behind them are the introduction of new programs, expanding competitive opportunities, continued investment in player and coach development, a growing commitment to the girls' game, and community partnerships that help make these initiatives possible.

There are also the countless volunteer hours that rarely appear in a registration report or financial statement.

Together, these contributions represent the foundation on which CMSA continues to build.

Four Pillars. One Shared Direction.

As we look toward the future, our decisions and priorities continue to be guided by four fundamental club pillars:

- **Integrity:** Doing what is right for our players, families, and organization.
- **Community & Family:** Creating an environment where people feel welcomed, supported, and connected.
- **Club:** Building an organization that our members are proud to represent.
- **Development & Growth:** Providing opportunities for individuals and the organization to continue learning and improving.

These aren't simply words for a page in an annual report.

They are commitments that should be reflected in how we coach, communicate, make decisions, support one another, and represent Crossfield.

A Club Built by Its Community

CMSA remains a 100% volunteer-run organization.

Our Board members, coaches, team managers, event volunteers, community partners, and sponsors all contribute to making opportunities possible for our young athletes. As our programs expand, maintaining that volunteer foundation becomes increasingly important.

We encourage families to take an active interest in the club, share ideas, ask questions, and consider how they might contribute to its continued success.

You don't need to be an experienced soccer coach to make a difference. Every contribution helps strengthen the organization behind our players.

Read Our 2026 AGM Report

If you haven't had an opportunity to explore this year's report, we encourage you to do so. It provides a comprehensive look at our programs, achievements, financial stewardship, community partnerships, club philosophy, and the direction we are working toward.

The report celebrates where we've been—but more importantly, it helps explain where we're going.

[LINK TO 2026 CMSA AGM REPORT](#)

Thank you to everyone who has helped shape another remarkable year for Crossfield Minor Soccer Association.

Our players are the reason we exist. Our community is the reason we can continue to grow.



One of our Junior Coaches for CMSA, Ezra, providing support in our U7 Summer Academy Program.



Cover to the 2026 CMSA AGM Report. One of our Academy Players and Junior Coaches.

Her World. Her Game. Her Moment.

The Road to the FIFA Women's World Cup 2027 Begins.

*By Duncan Hawkins,
CMSA President*

From the Fields of Crossfield to the World Stage.

In the summer of 2026, the world's attention turned toward men's soccer as the FIFA World Cup brought nations, communities, and generations of supporters together in celebration of the beautiful game.

Now, another remarkable chapter is approaching.

In June 2027, the FIFA Women's World Cup will arrive in Brazil, bringing together 32 national teams for a month-long celebration of women's soccer on one of the world's greatest sporting stages.

For the first time in tournament history, South America will host the Women's World Cup, with matches taking place across eight Brazilian cities and the opening match and final scheduled for Rio de Janeiro's legendary Maracanã Stadium.

But for Crossfield Minor Soccer Association, this tournament represents something much bigger than international competition.

It represents possibility.

Every Dream Starts Somewhere

Before the international stadiums, national anthems, television cameras, and thousands of cheering supporters, every player competing at a World Cup was once a child learning the game.



They missed passes. They struggled with new skills. They experienced difficult games, setbacks, and moments when things didn't go their way.

Some grew up in large soccer academies. Others began in small communities, on neighbourhood fields, or wherever they could find enough space to kick a ball.

Their journeys weren't identical, and neither were the challenges they encountered.

Yet somewhere along the way, each discovered an opportunity to continue pursuing something they loved.

As CMSA continues developing opportunities for girls, we want our young players to see those stories and understand that the women's game belongs to them too.

They don't have to dream of becoming professional players to be inspired by the World Cup.

They might discover an interest in coaching, officiating, leadership, sport science, or simply develop a lifelong connection to soccer.

The important thing is that they can see possibilities.

Continuing What We Started

Following our second Girls Power Weekend this August, the approaching Women's World Cup provides a wonderful opportunity to continue the conversations around confidence, belonging, leadership, and positive female role models.

Throughout the coming months, CMSA will follow the road to Brazil through a new Clubhouse feature highlighting the tournament, its athletes, participating nations, and some of the remarkable women who have helped shape the game.

We want our players to learn about the sport beyond our own fields, discover new role models, and experience the excitement of following the world's best.

And perhaps, when the tournament begins next summer, we'll find opportunities to celebrate it together as a club.

Brazil 2027 — At a Glance

Tournament: FIFA Women's World Cup 2027

Host Nation: Brazil

Dates: June 24 – July 25, 2027

Participating Nations: 32

Matches: 64

Host Cities: 8

Final: Maracanã Stadium, Rio de Janeiro

One World Cup. Millions of Possibilities.

Somewhere in Crossfield today, there may be a young girl pulling on her soccer boots, learning to control a ball, finding the courage to challenge an opponent, or discovering the confidence to become a leader among her teammates.

We may not know where her journey will take her.

But we can help ensure she grows up knowing that opportunities exist, that her ambitions matter, and that there is a place for her in this game.

The road to Brazil starts now. Let's follow it together.

Her World. Her Game. Her Moment.



**COPA DO MUNDO
FEMININA DA FIFA
BRASIL 2027**

One Crest. One Standard.

CMSA Takes the Next Step Indoors

*By Duncan Hawkins,
President*

New Competition. New Challenges. The Same Crossfield Pride.

A new chapter of competitive soccer is getting underway for Crossfield Minor Soccer Association as our teams prepare to represent CMSA in Calgary league play for the 2026–27 indoor season.

For our players, it's an opportunity to experience new opponents, different playing environments, and the faster pace of indoor soccer; all while continuing to develop alongside their teammates throughout the winter.

For our club, it represents another important step in creating meaningful competitive opportunities for young athletes within our own community.

Taking Crossfield to Calgary

This indoor season, CMSA will be represented by competitive teams in the following divisions:

- U10 Boys
- U11 Boys
- U12 Girls

Our U10 Boys program has also generated enough interest to support the development of a second team, demonstrating the enthusiasm among families for continued competitive opportunities.

Moving into Calgary league play provides our teams with exposure to a broader range of opponents and playing styles. It also creates new challenges that will help players become more adaptable, confident, and comfortable making decisions under pressure.

But the objective isn't simply to compete against larger clubs.

It's to provide our players with an environment that encourages them to become better versions of themselves.

Why Indoor Development Matters

Indoor soccer creates a different learning environment from the outdoor game.

With less space and a quicker pace, players are challenged to receive the ball under pressure, recognize opportunities earlier, move into supporting positions, and transition quickly between attacking and defending.

These experiences complement the technical and tactical foundations we continue to develop throughout the year.

For our coaches, it also provides an opportunity to reinforce the CMSA philosophy:

Control – Look – Pass – Move.

We want players who are confident with the ball, willing to make decisions, and comfortable learning through both success and mistakes.

One Crest. One Standard.

As our teams enter a new competitive environment, we also want to reinforce what it means to represent Crossfield Minor Soccer Association.

Our expectations don't change based on the opponent, the venue, or the scoreboard.

We compete with effort.

We respect teammates, opponents, coaches, and match officials.

We support one another when things become difficult.

We take responsibility for our actions.

And we remember that development is measured over a season; not by the outcome of one game.

There will be victories to celebrate and challenges to overcome. Both are important parts of the journey.

Our responsibility as a club is to create an environment where players can experience those moments, learn from them, and continue moving forward.

Thank You to Our Families and Coaches

Competing outside our traditional district environment brings additional commitments, particularly for the families travelling into Calgary throughout the winter.

We recognize and appreciate that commitment.

We also want to thank the coaches and team volunteers who have stepped forward to help make this indoor season possible. Their time, preparation, and willingness to support our young athletes remain essential to the success of our programs.

To every player preparing to pull on the Crossfield colours this winter:

Be curious. Be courageous. Work hard. Support your teammates. Enjoy the experience.

You're not simply playing another indoor season. You're helping write the next chapter of competitive soccer at CMSA.

RESPECT ALL – FEAR NONE!



Academy Corner-

Small Steps. Big Possibilities.

Indoor Development Is Growing at CMSA.

Not every soccer journey begins with a competitive team.

Sometimes it begins with a child chasing a ball across the floor, discovering how to control it, making a new friend, or celebrating the excitement of completing something they couldn't do the week before.

Those moments matter.

As CMSA prepares for the 2026-27 indoor season, we're excited to continue expanding our Academy programming, creating opportunities for young players to stay active, develop their skills, and enjoy soccer throughout the winter months.

And this year, we're welcoming even more of our youngest players into the experience!

Something for Every Stage

Our indoor Academy programming is being developed around the needs of different age groups, recognizing that children learn, grow, and experience soccer differently as they progress.

U5 Academy – Discovering the Game

We're excited to introduce an indoor opportunity for our youngest soccer stars!

At this age, soccer is about exploration, movement, coordination, imagination, and having fun with a ball. Sessions will focus on helping children become comfortable in an organized activity environment while building positive early experiences with the game.

U7 Academy – Building Confidence

As players grow, we begin introducing more structured activities while keeping the environment energetic and engaging.

Ball familiarity, dribbling, movement, coordination, and simple decision-making become important foundations as players discover what they can do with the ball.

U9 Academy – Developing the Fundamentals

With two U9 groups planned, our Academy will continue helping players strengthen their technical foundation through repetition, small-sided activities, 1v1 challenges, passing, receiving, and movement.

At this stage, we want players becoming more confident solving problems rather than simply waiting for instructions.

U10+ Open Indoor Academy – Continuing the Journey

For older players looking for additional development opportunities, our U10+ Open Academy provides a structured environment to continue working on technical ability, decision-making, and confidence throughout the winter.

Whether a player participates in recreational soccer, competitive soccer, or simply wants more time with the ball, the Academy offers another opportunity to keep learning.

Why Academy Development Matters

Our approach to Academy programming isn't about rushing children into competitive soccer.

It's about helping them develop the foundations that will allow them to enjoy the game, regardless of where their journey eventually takes them.

We want players to be comfortable with the ball.

We want them to explore, experiment, and try new things.

We want them to understand that mistakes are part of learning.

And, perhaps most importantly, we want them to leave each session excited about coming back.

The technical skills they develop today will support their soccer journey tomorrow, but the confidence, resilience, friendships, and positive experiences they gain can stay with them far beyond the field.

Development Is a Journey, Not a Race

Every player develops at a different pace.

Some will quickly discover a passion for competition. Others may enjoy the social experience, the opportunity to stay active, or simply spending an hour doing something they love.

All of those experiences have value.

Our role is to provide opportunities, encourage curiosity, and create environments where children can continue discovering what they're capable of.

Thank you to the families, coaches, and volunteers helping us expand our indoor programming.

Little feet today. Big possibilities tomorrow.

Skill opens the door; effort and attitude walk you through it.



CROSSFIELD MINOR SOCCER

PLAY BELONG GROW

INDOOR REGISTRATION UPDATE

ACADEMY			LEAGUE PLAY IN CALGARY		
U5	U7	U9	U10	U11	U12/13
OPEN	OPEN	LIMITED	FULL	FULL	FULL
We are seeing if there is interest in a US program.	Registration still available.	Only a few spots remaining!	Team is full! Thank you for your support!	Team is full! Thank you for your support!	Team is full! Thank you for your support!

U11+ OPTION

NOTE ABOUT U13 BOYS

THANK YOU
TO ALL OUR FAMILIES FOR YOUR SUPPORT TO THE SOCCER CLUB!

RESPECT ALL. FEAR NONE.



DEVELOP BELONG PLAY GROW

KEEP THE BALL AT YOUR FEET.

U10+ OPEN INDOOR SOCCER ACADEMY

DEVELOPING PLAYERS FOR WHATEVER COMES NEXT.

MID OCTOBER 2026 TO END OF FEBRUARY 2027	ONE SESSION PER WEEK	U10+ PLAYERS WELCOME	\$300 PER PLAYER	LIMITED SPOTS AVAILABLE

GOOD PLAYERS NEVER STOP DEVELOPING!

REGISTER HERE:

CROSSFIELD MINOR SOCCER

From Player to Mentor.

Introducing the CMSA Junior Coach Program

**By Duncan Hawkins,
President**

They Once Looked Up to Someone. Now Someone Looks Up to Them.

Every young soccer player remembers someone who helped them along the way.

Perhaps it was a coach who encouraged them when they were struggling, an older player who took a moment to demonstrate a skill, or someone who simply made them feel welcomed when they first stepped onto the field.

Sometimes, the smallest interactions leave the biggest impressions.

This indoor season, Crossfield Minor Soccer Association is introducing an opportunity for our older Academy players to become those positive influences through the CMSA Junior Coach Program.

More Than Helping at Practice

Our Junior Coaches will have the opportunity to support our indoor U5, U7, and U9 Academy groups, working alongside our adult coaches to help create engaging and positive learning environments for our younger players.

Their responsibilities may include demonstrating activities, encouraging participation, supporting small groups, helping organize training exercises, and providing additional guidance to children who need a little extra attention.

But their most important responsibility won't be technical.

It will be setting an example.

Young children naturally look up to older players. They notice how they speak, how they behave, how they respond to challenges, and how they treat the people around them.

That influence creates an opportunity—and a responsibility—to help shape the experiences of our youngest CMSA members.

Developing Leaders Through Soccer

The Junior Coach Program is also an investment in the development of the young people stepping into these roles.

Coaching requires skills that extend well beyond understanding the game.

It takes patience to explain something in a way a younger child understands.

It takes communication to provide encouragement and instruction.

It takes empathy to recognize when someone is nervous, frustrated, or struggling.

It takes responsibility to understand that others are counting on you.

And it takes leadership to recognize that your actions can influence the confidence and enjoyment of someone else.

These are qualities that will serve our Junior Coaches in school, future employment, relationships, and wherever their journeys eventually take them.

A Different Kind of Achievement

We celebrate goals, victories, medals, and player accomplishments throughout the season.

But imagine the pride of watching a young player you've helped coach finally master a skill they've been struggling with.

Or seeing a nervous U5 player become comfortable because you took the time to welcome them.

Or having a younger child run across the field excited to show you something they've learned.

Those are achievements worth celebrating too.

Helping Shape the Next Generation

As CMSA continues to grow, creating opportunities for youth leadership will become an increasingly important part of our club's development.

Our Junior Coaches aren't expected to have all the answers or replace our adult coaching staff. They will be supported and mentored as they learn how to contribute positively to the Academy environment.

What we ask is that they arrive with enthusiasm, demonstrate respect, remain willing to learn, and recognize the privilege of being someone our younger players may look up to.

To the players stepping forward as Junior Coaches this indoor season:

You may not realize it yet, but somewhere in those Academy groups is a young player who may remember you for years to come.

Make that experience count.

Because at CMSA, developing the next generation isn't only about teaching them how to play. It's also about showing them how to lead.



This is Ollie, one of our competitive players and first Junior Coach with our U7 group.

Rocky's Getting a Teammate!

A New Face for the Girls of CMSA

By Duncan Hawkins
President

Created Through Imagination. Inspired by Our Players.

Rocky the Crocodile has become a familiar face around Crossfield Minor Soccer Association, bringing personality, energy, and a little mischief to our club.

But as our girls' programming continues to grow, we wanted to create something special—a new female mascot who could stand proudly alongside Rocky and become another recognizable part of the CMSA family.

And who better to help us imagine her than the girls themselves?

Creativity Takes Centre Stage

Throughout our Girls' Mascot Contest, we invited the girls of CMSA to put their imaginations to work by designing a character, giving her a name, and telling us a little about her personality.

The purpose was about more than creating another club character.

We wanted our girls to have a voice in shaping something that will represent them, celebrate their place within CMSA, and inspire younger players in the years ahead.

Whether fierce, adventurous, funny, confident, or full of personality, the ideas behind this contest reflect something we strongly believe:

There is no single way to be a strong girl in sport.

More Than a Mascot

Our new teammate will become another opportunity to celebrate the girls' game throughout our club.

From future events and Academy programming to Girls Power Weekend and community activities, she will help us continue building a club where every child can see themselves represented and feel that they belong.

To everyone who participated in the contest, thank you for sharing your creativity and imagination with us.

Rocky may have been the first mascot to wear the CMSA colours, but he certainly won't be the last!

Two Mascots. One Club. Endless Possibilities.

Respect All – Fear None!



Congratulations Penelope on your amazing contribution to the CMSA Club. **Page 14**

Coach's Corner-

The First Five Minutes!

By Duncan Hawkins
President

Great Sessions Begin Before the First Whistle.

Think about the first five minutes of your last training session.

Were players standing around waiting for instructions? Were they lining up while equipment was being organized? Or were they already moving, smiling, experimenting, and getting touches on the ball?

The beginning of a training session might seem like a small detail, but it can have a significant influence on everything that follows.

At CMSA, we want our players to arrive excited to learn, feel welcomed, and become engaged in soccer as quickly as possible.

And that starts with us as coaches.

Every Player. Every Arrival. Every Time.

For some children, soccer practice is the highlight of their day.

Others may arrive tired, distracted, nervous, or carrying frustrations from school or home.

A simple greeting can make a difference.

Welcome players by name. Ask how their day has been. Acknowledge their arrival and help them feel that they are an important part of the group.

It doesn't need to be a lengthy conversation.

Sometimes, simply hearing "Hey, great to see you! Grab a ball and jump in!" is enough to help a child transition into the training environment.

The Ball Should Be Waiting

One of the simplest improvements we can make to our training sessions is ensuring that players have something meaningful to do as soon as they arrive.

Rather than waiting for everyone to show up before beginning, establish a consistent arrival activity.

It could be ball mastery in a designated area, a 1v1 channel, dribbling through gates, juggling challenges, or a simple activity that encourages players to experiment.

The objective isn't to exhaust players before practice begins.

It's to create an environment where learning starts naturally.

More importantly, it sends a message:

When you arrive at soccer, you get to play soccer.

Less Talking. More Doing.

Young players learn through experience, repetition, and discovery.

While instruction is important, lengthy explanations—particularly at the beginning of a session—can quickly reduce enthusiasm and attention.

Keep your opening instructions short.

Demonstrate when necessary.

Get the players moving.

Then coach through the activity, allowing opportunities for feedback, questions, and adjustments.

Remember, a player standing in a line listening to instructions isn't getting better at controlling a soccer ball.

Build a Routine Players Recognize

A consistent arrival routine also helps players understand expectations and become more independent.

They begin to know where to go, what equipment they need, and how to get started without waiting for the coach to direct every action.

Over time, this creates smoother transitions, reduces unnecessary downtime, and gives coaches more opportunities to observe and connect with individual players.

It also reinforces an important part of our development philosophy: encouraging players to take ownership of their learning.

COACH'S CHALLENGE: FIVE MINUTES, ONE BALL

At your next training session, try the following:

1. Have your arrival activity set up before the first player arrives.
2. Greet every player by name.
3. Give each player a ball as soon as possible.
4. Keep your opening instructions under 30 seconds.
5. Aim to have every player actively involved within their first minute of arrival.

At the end of practice, ask yourself:

How much time did my players spend learning through action, and how much time did they spend waiting for me?

Small improvements in how we organize our sessions can create meaningful improvements in the experience we provide.

Because great coaching isn't always about designing more complicated activities.

Sometimes, it's about making better use of the moments we already have.

Start with energy. Start with purpose. Start with the ball.

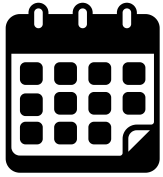


What's Next?



October 06, 2026

Indoor Competitive Practice Begins
Crossfield Curling Club



October 13, 2026 (tentatively)

Indoor Competitive Schedule Released
Calgary Minor Soccer



October 13, 2026

Indoor Academy Begins



<https://crossfieldminorsoccer.ca>



<https://www.instagram.com/crossfieldminorsoccer/?hl=en>



<https://www.facebook.com/crossfieldsoccer>