



## Welcome!

### Rush Union Update

As we wrap up the spring season at Rush Union Soccer, we want to take a moment to celebrate our incredible achievements and share what's ahead.

This season brought fantastic results across the board, with many of our competitive teams reaching the finals in various tournaments. The effort, teamwork, and growth displayed by our players and coaches were truly outstanding. Congratulations to all! Many of our teams are highlighted below in this newsletter.

We were also thrilled to host our first annual Rush Union Rec Tournament, which saw over 50 teams participate in a fun-filled weekend of soccer and sportsmanship. It was a great milestone for our recreational program and a reflection of the strong soccer community we're building together.

Our Competitive Program Tryouts were a huge success, with nearly 1200 players attending and showing their passion for the game. Thank you to all the players, families, and staff who helped make the process smooth and welcoming.

Looking ahead, there's still time to sign up for our summer programs, which offer fun and challenging training for players of all levels. Whether you're looking to improve skills or stay active, we've got something for everyone. Please visit our website for more information.

We're also excited to announce several new hires from within our organization, reflecting our commitment to building career pathways at Rush Union Soccer. Please welcome Mauro Morales as the new Dunwoody Recreational Director, Rodrigo Cruz as the Milton Recreational Director, and Steve Reid as our new Community Engagement Officer. Each brings valuable experience and a deep understanding of our club culture. Please see below for the official press releases on each announcement.

On the coaching front, we're proud to be hosting a USSF "D" License Course this summer. The course is nearly completed and demonstrates our continued investment in coaching education and development at all levels.

In addition, we'll be launching referee development opportunities later this summer to support young officials and continue improving the game-day experience for all involved. This is another step in creating a complete pathway for players, coaches, and referees alike within our club.

As we plan, our Fall Recreational and Competitive Programs are now open for registration. We encourage families to secure their spots early as we prepare for another great season.

Summer 2025

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We're also inviting parents and community members to get involved by joining our club committees. Whether your passion is helping with events, fundraising, or program development, your voice and energy can make a big difference.

Earlier this season, we conducted a membership survey to gain valuable feedback from our families. We're proud of the results and will be sharing more soon as we continue to listen, learn, and enhance the Rush Union experience. A brief infographic is shared below and a more comprehensive report will be shared shortly.

Lastly, we're excited to share that our 2013 birth-year players will be attending Rush Fest this July, joining Rush players from across the country for a one-of-a-kind experience in Colorado. It's another example of how Rush connects our local community to something bigger.

Thank you for your continued support and for being part of the Rush Union Soccer family. We're proud of the progress we've made together—and even more excited about what's to come.

If you have any questions about Rush Union, our programs or anything soccer related please reach out to our staff at any time.

Thank you for being part of our Rush Union family. We look forward to seeing you back on the field soon.

R|U Ready?



**Neil McNab Jr.**  
CEO Rush Union



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## Social Media

Like us on Facebook and follow us on Instagram & Twitter

Rush Union

[www.Facebook.com/rushunionsoccer](https://www.facebook.com/rushunionsoccer)

Instagram: @RushUnion

Twitter: @Union\_rush

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*Congratulations to all our teams who had post season success!*

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## DUNWOODY REC DIRECTOR

### FOR IMMEDIATE RELEASE

#### Rush Union Soccer Announces Mauro Morales as New Recreational Director at Dunwoody Location

Dunwoody, GA – June 1, 2025 — Rush Union Soccer is proud to announce the appointment of Coach Mauro Morales as the new Recreational Director for the club's Dunwoody location. A familiar and respected figure within the Rush Union community, Coach Morales brings both a deep connection to the club and a strong coaching background to his new leadership role.

Coach Morales has been a dedicated coach at Rush Union for the past three years, where he has consistently demonstrated his passion for player development, community engagement, and growing the game at the grassroots level. His journey with the club began much earlier—as a youth player with Chiefs FC, which later became Rush Union Soccer. His promotion is not only a testament to his professional dedication, but also to the long-standing ties he has with the club and its mission.

"We're thrilled to have Mauro step into this leadership role," said Neil McNab, Executive Director of Rush Union Soccer. "Having had the privilege to coach Mauro as a youth player and now seeing him grow into a leadership position within our club is incredibly rewarding. His commitment to the game, the players, and our community makes him the perfect fit to lead our Dunwoody recreational program."

As Recreational Director, Coach Morales will oversee all aspects of the Dunwoody recreational program, including seasonal programming, coaching education, player development, and community outreach. His focus will be on creating a positive and supportive environment that fosters a lifelong love for the game.

Coach Morales shared his excitement about the new role: "I'm honored and excited to take on this position. Having grown up playing here and now being able to give back in this way means a lot to me. I look forward to continuing to build a program that serves our community and helps players develop on and off the field."

Please join us in congratulating Coach Mauro Morales on this exciting next step in his journey with Rush Union Soccer.

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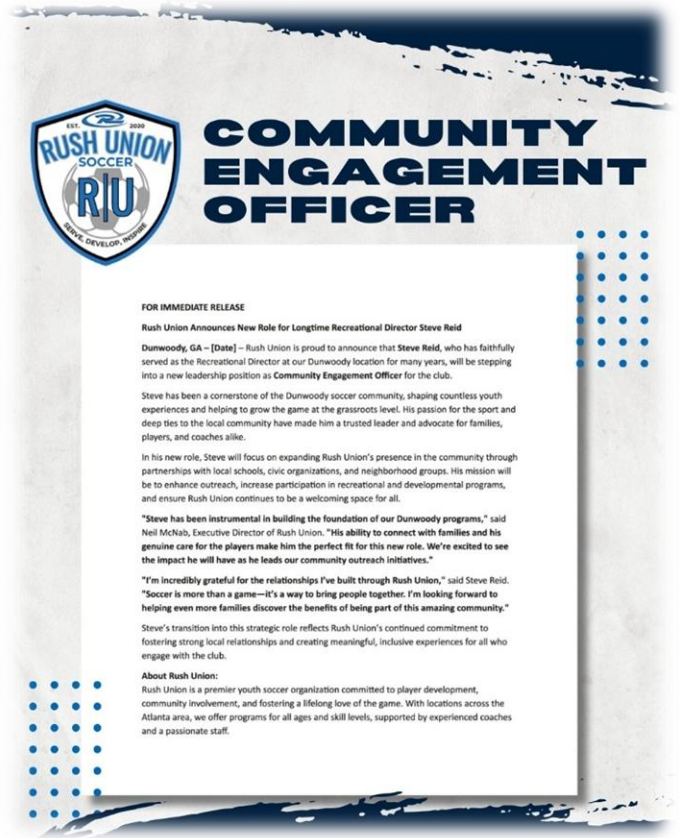


*More post season success!*

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***Congratulations to Steve Reid, Mauro Morales and Rodrigo Cruz for you new roles at Rush Union Soccer!***

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*May 17/18 was our first Annual Rush Union Rec Cup, with over 50 teams participating.*

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***Get all Spirit Wear now!***

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*Even more post season tournament success!*

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***Congratulations Rodrigo Cruz on your appointment to Recreational Director for our Milton location.***

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*USSF D Course that we have hosted this summer has been a huge success!*

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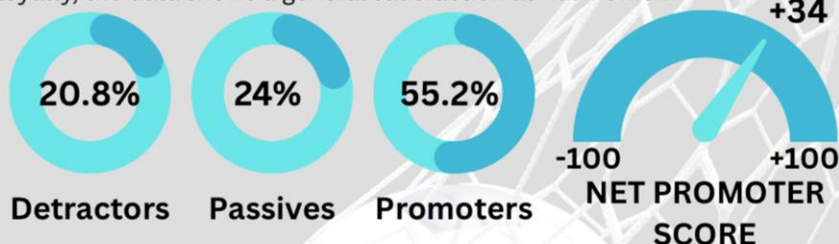
## 2025 RUSH UNION ANNUAL PARENT SURVEY

5% Participation Rate  
(Goal 10%+)



### How Satisfied Are You?

Using Net Promoter Score as a measure of overall satisfaction and loyalty, the data shows a general satisfaction at Rush Union.



Best In Class Youth Soccer Clubs reach NPS of 70+ so we need to work on converting Detractors and Passives to Promoters.

### What's Working

- ✓ COACHES
- ✓ CULTURE & VALUES
- ✓ COMMUNITY

### OPPORTUNITY AREAS

PLAYER DEVELOPMENT		
GK Training	More Competitive Play	Skills Training
FACILITIES		SCHEDULING
Parking Lot		Ref/Linesmen
		More Games
Bathrooms	Fields	COACHES
		Player Feedback
		Quality

\*Full report also available

### Next Steps:

Align plans around the results to address areas of concern. Share with the Rush Union Community & update regularly.

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**TRY  
FOR FREE**



**FOR RUSH UNION  
MEMEBERS**



**YOU GET SO MANY**

**EXTRA  
TOUCHES ON  
THE BALL**

**CAMPBELL M.**  
TOCA Athlete

**TOCA**  
SOCCER

**SERVE, DEVELOP, INSPIRE.** 