

## **The Culture of We : *learning from but not focusing on the past***

### Phase 2: Part 3

Last weekend, the MASL season culminated in a dynamic showdown between the top two teams in the MASL, Soles de Sonora and the Baltimore Blast. The games were fast paced, emotionally charged, and extremely intense. The Blast came from being down a game in the series to being victors.

In watching the games, I was reminded that each game is a new start, each quarter is an opportunity to rise above the last, and each minute is the chance to learn from the last minute. All are an opportunity to make changes and learn from the experiences you just went through.

The Ambush organization is continuing to press forward and learn from the past but not focus on it. I'm still receiving feedback, comments and suggestions from fans, season ticket holders and even some "haters"; the good, the bad, and the ugly. I encourage you, if you have something to say and haven't taken the time to say it - stop holding back and say it. I've grown a thick skin over the past 6 months and am able to take any comment (critical or constructive) and learn from it.

I know there are doubts. I know people question our ability to turn the team around... and I don't blame you. I question my own abilities daily. Do I have the knowledge and the skills to lead this team? Can we obtain the talent necessary to put a winning product on the field? If I had the answers to these questions, I guarantee I would be able to sleep more soundly at night. Do I believe success is in our future? Absolutely I do, but there's a lot of work that has to happen before it can come our way.

One of the questions that we asked in the recent Ambush Survey revealed an insightful recommendation: the need for an Ambush Advisory Board. While we have had a semi-active advisory board for the past few seasons, it was not until this past season that we were really able to engage its limited number of members. I'm currently looking for additional participants for the Ambush Advisory Board, individuals who are interested in becoming a part of the Culture of We. If you have an interest, please fill out the form below, comment, or send an email and I will follow up with you.

Another recommendation regarding the Ambush was to "get out there" - to get more involved. We do have some exciting community events coming up that I'd like to make you aware of. We are partnering with the River City Rascals for a youth soccer night on Friday, May 26<sup>th</sup>. Festivities include an on field kick-around, autographs with the players, and more. We hope you'll join us at CarShield Field.

The Ambush will also be hosting several soccer camps this summer. Dates, times and locations will be announced within the next few weeks.

We also have planning underway for the MASL League Meetings which will be taking place on June 15<sup>th</sup> and 16<sup>th</sup>. We'll have more to share in the upcoming weeks on how you, the fans of indoor soccer, can get your "fix" in the middle of summer.

Meanwhile, the organization continues to focus on the areas where improvement is needed most: player acquisition and community involvement. We appreciate your continued support as we strive to learn from the past but focus on our future.

There is much to do. But together We can do it. Together, We will do it.

Shelly Clark, CEO  
Majority Owner, St Louis Ambush