

## PRESS RELEASE

The Confederation of North, Central America  
and Caribbean Association Football.



# CONCACAF to Host “Let’s Develop Women’s Football” Seminar Alongside 2014 Women’s Championship Finale

## *Development Focused Meeting to Convene Experts in Philadelphia on Final Weekend of Regional Championship*

MIAMI (Thursday, October 9, 2014) – The Confederation of North, Central America and Caribbean Association Football (CONCACAF) today announced plans to host a top-level conference focusing on development in women’s football on October 25 and 26, 2014, in Philadelphia, coinciding with the semifinals and final of the 2014 CONCACAF Women’s Championship.

“Let’s Develop Women’s Football” is a unique two-day event designed with three main goals in mind: educating stakeholders about the current status of women in football in the region and around the world; promoting the various opportunities that women’s football offers; and inspiring stakeholders to continue to invest in and improve the women’s game.

“The seminar will be a true celebration of women’s football and will further establish CONCACAF’s commitment to the women’s game by highlighting the success stories of our region and providing our Member Associations with new strategies and ideas,” said President Jeffrey Webb.

The first day of Let’s Develop Women’s Football will feature a series of five panels moderated by seasoned sports broadcaster Ann Schatz, the current voice of the Portland Thorns FC and a commentator on the Pac-12 Network, whose previous broadcasting experiences include a wide variety of sporting events on ESPN, CBS Sports and more.

Opening day programming includes the following sessions:

**Football Changed My Life**  
**Elite Player Development**  
**Hosting the FIFA Women’s World Cup**  
**Football Pathways**  
**Women’s Professional Football Leagues**

Confirmed speakers for these panels include: **Cheryl Bailey** (NWSL Executive Director), **Sonia Bien-Aime** (FIFA and CONCACAF Executive Committee, Turks and Caicos Islands FA President), **Kathy Carter** (President of Soccer United Marketing), **Carol Anne Chenard** (FIFA International Referee), **Dr. Robert Contiguglia** (Former USSF President), **Sandra Gage** (Chief Marketing and Communications Officer for the National Organizing Committee of the FIFA Women’s World Cup Canada 2015), **Mike Golub** (Portland Timbers and Thorns President of Business Operations), **Monica Gonzalez** (Former Mexican Women’s National Team Captain, ESPN and FOX Commentator), **Tatjana Haenni** (FIFA Deputy Director of Competitions, Head of Women’s

Competitions), **April Heinrichs** (Technical Director for U.S. Women's National Teams), **Cedella Marley** (Global Ambassador for Jamaica FF Women's Football), **Eugenia Monge** (LOC for FIFA U17 Women's World Cup in Costa Rica ), **Andrea Rodebaugh** (Former Mexico Women's U-20 National Team Coach), **Kari Seitz** (Retired FIFA International Referee), **Kelly Simmons** (The FA Director of the National Game and Women's Football), **Heike Ullrich** (DFB Head of Technical Department/Women's Football), and **Linda Wijkstrom** (Swedish Elitfotboll Dam (EFD) General Secretary).

These five panels will be streamed live online via CONCACAF.com on October 25.

The second day of *Let's Develop Women's Football* will include a Women's Football Development Workshop led by Director of Development Hugo Salcedo, with each of CONCACAF's 41 Member Associations sending a representative to discuss the issues and opportunities surrounding women's football development.