

2023  
2024

1482 La Mirada Drive  
San Marcos, CA

info@socalvbc.com  
(760) 515-3741

# Local Program Guide

**SOCAL**  
VOLLEYBALL CLUB

With caring coaches and thoughtful programs,  
find out how SoCal Volleyball Club can set  
your daughter up to succeed.



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**Mission Statement**

**To inspire volleyball  
enthusiasts to be their best,  
compassionate selves.**

# Hi there, we're SoCal Volleyball Club!

In 2003, we were faced with a common challenge. We couldn't find a volleyball program that struck the right balance between competitiveness and kindness for our family and friends. Determined to provide a unique experience that combined world-class training with a supportive and inclusive environment, we decided to take matters into our own hands and established SoCal Volleyball Club.

Over two decades later, it seems we were on the right track — and we're thrilled to have you be a part of it.

## Scott & Aimee

Owners/Executive Directors

### Our Partners:



Find out what makes us unique →



My daughters have been coming to this club for two years, and not only have their skills improved, the club provides a great place to associate with great people. The coaches and staff are first class, and the families we have met all make you feel like you're part of something special.

**Ron C.**  
Parent

## We connect families who "get it."

We attract members who understand and value the transformative power of sports on children's character development.

Members who foster a supportive and uplifting environment for every athlete, acknowledging that each person has their own aspirations and developmental timeline.

Families who wholeheartedly support the team and understand that there will be both challenging obstacles to overcome and exhilarating victories to celebrate together.

Families who work hard and stay humble.

If this sounds like you and your family, you'll have a great time here.





## Coaches who see the big picture

Sherry and Aimee are insistent on hiring and training coaches who share a deep passion for teaching. A SoCal coach goes beyond simply imparting knowledge of the sport; they are effective communicators who understand their role is to invest in their athletes' long-term development and success.

Meet our coaches and read their bios at: [socalvbc.com/staff](https://socalvbc.com/staff)



## People helping people

Our Member Support Team is a dynamic group of individuals, each bringing unique skills, expertise, and personality to create an exceptional experience for our members.

They continuously seek ways to enhance your experience by listening to your feedback and implementing improvements that make a real difference.

### **Meet the team (left to right from the top):**

Sherry, Local Director

Kristin, Front Office Manager

Tati, Operations Manager

Mike, Facilities Manager

Linda, Store Manager

Sola, Youth Program Director

Jason, High School Program Director

Ben, Member Finance Coordinator

Lauren, Event & Grant Coordinator

## You're in the loop

We understand that our members lead busy lives, so communication is our top priority. Each team has a GroupMe group chat for easy collaboration between coaches and families.

Learn more and download the app at:  
[socalvbc.com/groupme-tips](https://socalvbc.com/groupme-tips)





## Specific guidance for your program

We've created a comprehensive video library to guide you through the season. These videos cover many topics specific to your program, including preparing for your first week of practice, player and parent rules, understanding Volley-Fest tournaments, and much more.

▶ [Watch Local Playlist on YouTube](#)



## Leading by example

As a non-profit, we organize annual community service projects and events. These include an inclusive holiday-themed intra-club tournament, a local vendor fair, North County Food Bank fundraisers, fulfilling holiday wishlists for children and young adults at a nearby crisis center, and a Cornhole Fundraiser Tournament.

Facility →

## Award-winning training center

We take pride in offering our members a world-class training experience in our exceptional 20,000-square-foot facility.

We have created a space that caters to the needs of our athletes, providing them with the ideal environment for honing their skills and reaching their full potential.

Socal @ Athletics

1482



## SoCal Athletics Store

Our on-site and [online pro shop](#) is a one-stop destination for all your volleyball gear needs. Whether you require new jerseys, shoes, kneepads, or accessories, the SoCal Athletics Store offers a wide selection of high-quality products from leading brands ensuring top performance and comfort on the court.



## The Peace Cafe

Our facility features a café that runs on the honor system. Add money to the box or pay with Venmo, and grab a quick snack or a refreshing beverage. Additionally, we provide seating areas with complimentary Wi-Fi where parents can relax, enjoy the action, and connect with fellow members.



## Vans

Teams have access to the SoCal Vans for carpooling to tournaments and team bonding events. Parents, let your coach know early if you're available to drive a van for a team event — the schedule depends on availability.



## Live-streaming

We want families to be part of the action, even if they can't attend events in person. Parent volunteers live stream matches on [our Facebook page](#). And you can watch practices at [socalvbc.com/socal-live](https://socalvbc.com/socal-live) (Password: behind)

## Volleyball-minded sports performance & physical therapy

We are thrilled to collaborate with Physical Therapist Gwen Alden and her HealthWest Therapy and JG Performance Fitness team to offer comprehensive wellness programs at our training center, including year-round sports performance training, adult fitness classes, and professional physical therapy services.

With a dedicated team of experienced strength and conditioning coaches, athletes can improve their on-court performance and prevent injuries. Moreover, Gwen and her team of skilled physical therapists provide specialized care for overuse and acute injuries in athletes and adults.



Meet Gwen and learn more at:  
[healthwesttherapy.com](https://healthwesttherapy.com)



## Reduce, Reuse, Recycle

### Reducing food waste

Every Friday, we receive baked goods from Costco, which we share with our members for free. We also encourage participants to donate their extra fruits and vegetables by placing them in the designated bins.

### Cutting back on single-use plastics

We've installed a filtered water bottle filler so athletes, visitors, and staff may refill their reusable water bottles, promoting the reduction of single-use plastic bottles.

### Accepting gently used SoCal apparel

Members are welcome to donate gently used SoCal apparel they no longer use to the SoCal Store. This reduces clothing waste and provides affordable options for individuals seeking high-quality gear.

### Going digital when possible

We've significantly decreased paper usage by adopting digital alternatives, such as electronic documents (like this pdf!), online communication, and electronic storage systems. Since moving to paperless registration, we've saved over 250 gallons of water and 80 pounds of wood!

### Renewable energy

Finally, we were the first volleyball facility in North County to install solar panels. [Track our energy performance →](#)





SoCal VBC, thank you for your ceaseless love and support. I am the person and player I am today because of the experiences you have given me and, more importantly, the people the club has brought into my life.

**Makena T.**  
Class of 2023

# 2024 Season Details

Tuition, schedules, uniforms and more →

## Our tryout & registration process

### **Step 1: Attend player evaluations & uniform fitting**

Attend tryouts where our experienced coaches will assess player skills and match them with teammates of similar abilities.

### **Step 2: Officially secure your spot online**

In the days following evaluations, we will email you your team assignment and directions to submit your tuition deposit using the Sawyer platform. You can also select your preferred clinic day based on availability. Please note that significant delays in submitting these items may result in your spot being offered to another family.

### **Step 3: Celebrate!**

Now that you're officially enrolled get ready for training, which begins on Saturday, November 11th! You'll receive an email link to join your team's GroupMe in the following weeks.

### **Note:**

The Local Program is in high demand with limited space. We will try our best to fit everyone on a team. However, some players will be invited to join the [Cali Program](#) for training and scrimmaging experience (see page 24 for more details).

Tentative 2024 12U Local Schedules →

6th Grade & Under Club Schedule	
Tryouts & Registration	November
Practice Starts	Week of Nov 11th
Rudolph Rally (Intra-club tournament)	Sun, Nov 26, 2023
Volley-Fest Tournament 1	Sun, Feb 4, 2024
Club Picture Day	TBA
Volley-Fest Tournament 2	Sun, Mar 3, 2024
Volley-Fest Tournament 3	Sun, Mar 24, 2024
Volley-Fest Tournament 4	Sun, Apr 14, 2024
Volley-Fest Tournament 5	Sun, May 5, 2024
Volley-Fest Tournament 6	Sun, May 26, 2024

6th Grade & Under Open Schedule	
Tryouts & Registration	November
Practice Starts	Week of Nov 11th
Rudolph Rally (Intra-club tournament)	Sun, Nov 26, 2023
<i>Volley-Fest Winter Series (\$39/player add-on)*</i>	<i>Sat, Dec 16, 2023</i>
Volley-Fest Tournament 1	Sat, Feb 3, 2024
Club Picture Day	TBA
Volley-Fest Tournament 2	Sat, Mar 2, 2024
Volley-Fest Tournament 3	Sat, Mar 23, 2024
Volley-Fest Tournament 4	Sat, Apr 13, 2024
Volley-Fest Tournament 5	Sat, May 4, 2024
Volley-Fest Tournament 6	Sat, May 25, 2024

### About Local Tournaments

- Your team will be assigned to the Club or Open (most experienced) division.
- Schedules are subject to change.
- Volley-Fest shares event location and pool times, usually the Thursday before the tournament.
- [Watch this video to learn how to find your Volley-Fest tournament pool information.](#)
- Volley-Fest tournaments typically occur at San Diego Volleyball Club, 10806 Willow Ct Suite #3, San Diego, CA 92127, but may occasionally be held at the SoCal Athletics Center (our gym).
- \*Director Sherry will determine if team is attending December Winter Series add-on tournament

Tentative 2024 13-14U Local Schedules →

**7th & 8th Grade & Under Club Schedule**

Tryouts & Registration	November
Practice Starts	Week of Nov 11th
Rudolph Rally (Intra-club tournament)	Sun, Nov 26, 2023
<i>Volley-Fest Winter Series (\$39/player add-on)*</i>	<i>Sat, Dec 9, 2023</i>
Volley-Fest Tournament 1	Sat, Jan 20, 2024
Club Picture Day	TBA
Volley-Fest Tournament 2	Sat, Feb 17, 2024
Volley-Fest Tournament 3	Sat, Mar 9, 2024
Volley-Fest Tournament 4	Sat, Mar 30, 2024
Volley-Fest Tournament 5	Sat, Apr 20, 2024
Volley-Fest Tournament 6	Sat, May 11, 2024

**7th & 8th Grade & Under Open Schedule**

Tryouts & Registration	November
Practice Starts	Week of Nov 11th
Rudolph Rally (Intra-club tournament)	Sun, Nov 26, 2023
<i>Volley-Fest Winter Series (\$39/player add-on)*</i>	<i>Sat, Dec 9, 2023</i>
Volley-Fest Tournament 1	Sat, Jan 27, 2024
Club Picture Day	TBA
Volley-Fest Tournament 2	Sat, Feb 24, 2024
Volley-Fest Tournament 3	Sat, Mar 16, 2024
Volley-Fest Tournament 4	Sat, Apr 6, 2024
Volley-Fest Tournament 5	Sat, Apr 27, 2024
Volley-Fest Tournament 6	Sat, May 18, 2024

**About Local Tournaments**

- Your team will be assigned to the Club or Open (most experienced) division.
- Schedules are subject to change.
- Volley-Fest shares event location and pool times, usually the Thursday before the tournament.
- [Watch this video to learn how to find your Volley-Fest tournament pool information.](#)
- Volley-Fest tournaments typically occur at San Diego Volleyball Club, 10806 Willow Ct Suite #3, San Diego, CA 92127, but may occasionally be held at the SoCal Athletics Center (our gym).
- \*Director Sherry will determine if team is attending December Winter Series add-on tournament

Tentative 2024 High School Local Schedules →

**High School Club Schedule**

Tryouts & Registration	November
Practice Starts	Week of Nov 11th
Rudolph Rally (Intra-club tournament)	Sun, Nov 26, 2023
<i>Volley-Fest Winter Series (\$39/player add-on)*</i>	<i>Sun, Dec 10, 2023</i>
Volley-Fest Tournament 1	Sun, Feb 4, 2024
Club Picture Day	TBA
Volley-Fest Tournament 2	Sun, Mar 3, 2024
Volley-Fest Tournament 3	Sun, Mar 24, 2024
Volley-Fest Tournament 4	Sun, Apr 14, 2024
Volley-Fest Tournament 5	Sun, May 5, 2024
Volley-Fest Tournament 6	Sun, May 26, 2024

**High School Open Schedule**

Tryouts & Registration	November
Practice Starts	Week of Nov 11th
Rudolph Rally (Intra-club tournament)	Sun, Nov 26, 2023
<i>Volley-Fest Winter Series (\$39/player add-on)*</i>	<i>Sun, Dec 10, 2023</i>
Volley-Fest Tournament 1	Sun, Jan 28, 2024
Club Picture Day	TBA
Volley-Fest Tournament 2	Sun, Feb 25, 2024
Volley-Fest Tournament 3	Sun, Mar 17, 2024
Volley-Fest Tournament 4	Sun, Apr 7, 2024
Volley-Fest Tournament 5	Sun, Apr 28, 2024
Volley-Fest Tournament 6	Sun, May 19, 2024

**About Local Tournaments**

- Your team will be assigned to the Club or Open (most experienced) division.
- Schedules are subject to change.
- Volley-Fest shares event location and pool times, usually the Thursday before the tournament.
- [Watch this video to learn how to find your Volley-Fest tournament pool information.](#)
- Volley-Fest tournaments typically occur at San Diego Volleyball Club, 10806 Willow Ct Suite #3, San Diego, CA 92127, but may occasionally be held at the SoCal Athletics Center (our gym).
- \*Director Sherry will determine if team is attending December Winter Series add-on tournament



## Local Clinics

Local team members can choose to enhance their weekly team training by adding a weekly Local Clinic. These clinics are led by Local Director Sherry Clouet and are tailored to address skill gaps being observed in Volley-Fest tournaments. Due to the popularity of this program, space is limited, and once you're enrolled, there are no options for substitutions or make-up sessions.



## Cali Clinics

Cali Clinics provide fun and fast-paced volleyball training with flexible scheduling for busy families. Designed for beginner to intermediate players, the program emphasizes strong volleyball fundamentals using SoCal's curriculum overseen by Youth Program Director Sola Martin. Participants receive ample training reps, engage in game-like drills, and build new friendships. This program has open enrollment.

Register now at [socalvbc.com/cali](https://socalvbc.com/cali)



## Expand your experience

Teams have the flexibility to add tournaments to their schedule. If at least ten players are available to participate, we will proceed with registering your team, and an add-on fee (specified below) will be collected before the event.

\$39 per player fee for an add-on Volley-Fest tournament.  
\$425 per player per fee for an add-on SCVA or AAU tournament.

## 2024 Local Team

**What's Included**

- Local uniform kit
- One weekly team training session
- Volley-Fest Fall Series tournaments
- Free open gym (based on availability)

**Tuition**

\$1,959

**Director**

Sherry Clouet

**Installment Plans**

3 Installment Plan			14 Installment Plan		
Installment #	Amount	Due Date	Installment #	Amount	Due Date
1	\$653	At Registration	0 (Deposit)	\$115	At Registration
2	\$653	January 1, 2024	1	\$142	November 15, 2023
3	\$653	April 1, 2024	2	\$142	December 1, 2023
Total	\$1,959		3	\$142	December 15, 2023
7 Installment Plan			4	\$142	January 1, 2024
Installment #	Amount	Due Date	5	\$142	January 15, 2024
0 (Deposit)	\$416	At Registration	6	\$142	February 1, 2024
1	\$257	December 1, 2023	7	\$142	February 15, 2024
2	\$257	January 1, 2024	8	\$142	March 1, 2024
3	\$257	February 1, 2024	9	\$142	March 15, 2024
4	\$257	March 1, 2024	10	\$142	April 1, 2024
5	\$257	April 1, 2024	11	\$142	April 15, 2024
6	\$257	May 1, 2024	12	\$142	May 1, 2024
Total	\$1,959		13	\$142	May 15, 2024
			Total	\$1,959	

## 2024 Local Team (With Local Clinic Add-On)

**What's Included**

- Local uniform kit
- One weekly team training session
- One weekly skills clinic session (excluding club holidays)
- Volley-Fest Fall Series tournaments
- Free open gym (based on availability)

**Tuition**

\$2,459

**Director**

Sherry Clouet

**Installment Plans**

3 Installment Plan			14 Installment Plan		
Installment #	Amount	Due Date	Installment #	Amount	Due Date
1	\$820	At Registration	0 (Deposit)	\$115	At Registration
2	\$820	January 1, 2024	1	\$180	November 15, 2023
3	\$820	April 1, 2024	2	\$180	December 1, 2023
Total	\$2,459		3	\$180	December 15, 2023
7 Installment Plan			4	\$180	January 1, 2024
Installment #	Amount	Due Date	5	\$180	January 15, 2024
0 (Deposit)	\$416	At Registration	6	\$180	February 1, 2024
1	\$341	December 1, 2023	7	\$180	February 15, 2024
2	\$341	January 1, 2024	8	\$180	March 1, 2024
3	\$341	February 1, 2024	9	\$180	March 15, 2024
4	\$341	March 1, 2024	10	\$180	April 1, 2024
5	\$341	April 1, 2024	11	\$180	April 15, 2024
6	\$341	May 1, 2024	12	\$180	May 1, 2024
Total	\$2,459		13	\$180	May 15, 2024
			Total	\$2,459	

Local Program Guide →

## Cali Clinics are flexible!

### What's included for "Camp/Event" Enrollees

- Cali spirit wear kit (t-shirt & sweatshirt)
- Weekly clinic (excluding club holidays)
- In-house tournaments (the final two clinic sessions are program-wide scrimmages)

### Program Director

Sola Martin

### Tuition

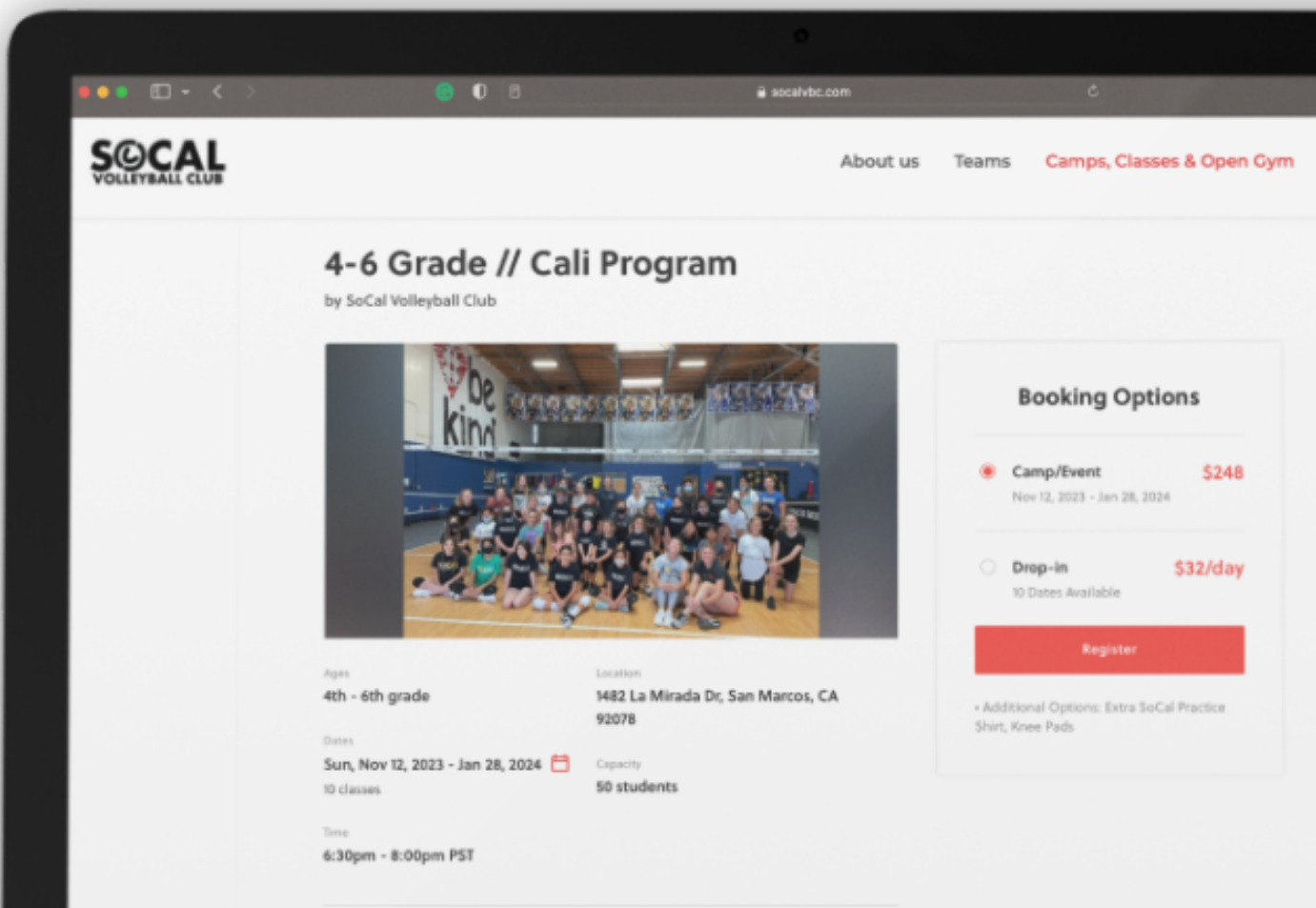
Varies – open enrollment

Register any time at [socalvbc.com/cali](https://socalvbc.com/cali)

*"The Cali Program is tailored for busy families, especially those with other extra-curricular activities. It's designed to help volleyball players develop strong fundamentals and gain tournament experience."*

*"Our approach emphasizes both balance and flexibility. Families can choose between enrolling in the full program or simply dropping in for a single day!"*

Aimee Asebroek  
Executive Director



The screenshot displays the SoCal Volleyball Club website. The header includes the club's logo and navigation links for 'About us', 'Teams', and 'Camps, Classes & Open Gym'. The main content area features a large photo of a volleyball team and details for the '4-6 Grade // Cali Program'. The program is by SoCal Volleyball Club and includes the following information:

- Ages:** 4th - 6th grade
- Location:** 1482 La Mirada Dr, San Marcos, CA 92078
- Dates:** Sun, Nov 12, 2023 - Jan 28, 2024 (10 classes)
- Capacity:** 50 students
- Time:** 6:30pm - 8:00pm PST

The 'Booking Options' section on the right provides two choices:

- Camp/Event:** \$248 (Nov 12, 2023 - Jan 28, 2024)
- Drop-in:** \$32/day (10 Dates Available)

A red 'Register' button is located below the booking options. At the bottom, there is a note about additional options: 'Extra SoCal Practice Shirt, Knee Pads'.

## Tuition includes your uniform kit!



### Local uniform kit includes:

- ✓ One hooded sweatshirt
- ✓ One pair of sweatpants
- ✓ One short sleeve practice shirt
- ✓ One jersey

## Unified teams thrive

Therefore we have these uniform requirements:

- ✓ Athletes must wear an approved black SoCal shirt to participate in practice.
- ✓ Black spandex and a team-coordinated knee pad color are required for tournaments.
- ✓ Athletes should wear club-issued sweatsuits and warm-up apparel to tournaments.

## Mix and match

Grab any of the following items during registration or at [store.socalvbc.com](https://store.socalvbc.com)  
Prices are subject to change. Items listed here include tax.



**Practice Backups**  
Extra Practice Shirt \$23  
Nike Performance Spandex Shorts \$35



**"I'm Always Cold" Gear**  
Long Sleeve Practice Shirt \$32  
Crew Neck Sweatshirt in Navy \$38  
Spandex-Style Volleyball Leggings \$35



**Tournament Weekend Essentials**  
Fleece Jacket in Navy \$54  
Nike Dri-FIT Knee Pads \$27  
Under Armour Hustle 5.0 Backpack \$70

## Team FAQs

- [Does everyone make a Local Team?](#)
- [What are the differences between Cali, Fall Ball, Local, and Travel Programs/Teams?](#)
- [What kind of time commitment is required?](#)
- [Who will my coach be?](#)
- [Can I pick my team?](#)
- [How many teams do you field?](#)
- [What if we can't make tryouts?](#)

## Tuition FAQs

- [What other expenses should we budget for?](#)
- [What are your refund and cancellation policies?](#)
- [How do we split tuition between two payers?](#)
- [Where can I use my credit balance?](#)
- [Will my credit apply to my scheduled auto-payments?](#)
- [How do I view my order history and/or print receipts?](#)
- [How do I update my payment method, email, or password in Sawyer?](#)

More questions?



Tap the Help icon [on our website](#) to search more FAQs and contact our Member Support Team.

## Refer a friend, earn a service credit

It is the greatest compliment when members recommend SoCal Volleyball Club to their friends.

In thanks, we give members a \$150 service credit if they recommend someone new to the club and their new friend joins a team.

This credit is good for camps, clinics, and future seasons' tuition fees. (Sorry, it's not eligible for private lessons, HealthWest/JG Performance Fit services, or physical products.)

Apply for your credit at [socalvbc.com/referral](https://socalvbc.com/referral)



## Let's do this!

Together, let's create a brighter future through character development, kindness, and the joy of volleyball.

[socalvbc.com](http://socalvbc.com)

[info@socalvbc.com](mailto:info@socalvbc.com)

(760) 515-3741

**Be kind.**

SoCal Volleyball Club by SoCal Athletics, Inc.