

2025 Spring Player/Parent Meeting



Contact Information:

Head Coach

Ben Burk

ben.burk@isd194.org

612-250-3163

Booster Club President

Tarra McCloud

tarra.mccloud@lakevillesouthfootball.org

612-240-5823



Tonight's Agenda

1. Talk about program values (9st-12th grade)
2. Get Key Dates for the Summer and Fall of 2025
3. Get apparel information for next year
4. Meet the high school coaching staff
5. Learn about why we raise money
6. Learn about the Touchdown Club
7. Find out how to get involved and support the program
8. Prepare for the 2025 football season



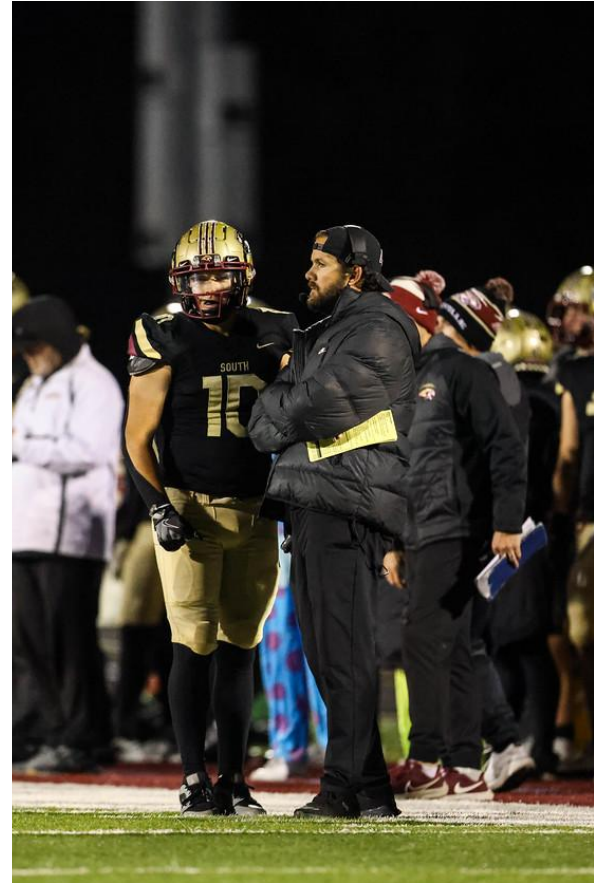
Head Coach Information

Ben Burk

Head Coach

Email: Ben.Burk@isd194.org

Teach English at Lakeville South



Coach Burk's Vision

Ingredients for a championship ...

1. Player Investment
2. High Level Coaching Staff
3. Strength & Speed Program
4. Booster club
5. Youth Association



#discipline



LSHS Football Purpose & Principles

Our Principles:

Passion, Discipline, Pride, Brotherhood

Our Purpose:

To develop young people into exceptional athletes, students, and leaders by fostering a brotherhood built on passion, discipline, and pride —values that shape success on and off the field.



#pride

Success Indicators

We succeed when:

- ✓ Players excel academically and athletically.
- ✓ Players embrace the program's values and represent them in school and the community.
- ✓ Players remain committed to football and continue playing through their senior year.
- ✓ Players, parents, and coaches are unified in a culture of discipline, accountability, high expectations, and enjoyment.



LSHS FOOTBALL MVP PROCESS

Personal Responsibility In Daily Excellence

MISSION	To create a brotherhood where young people can develop their passions , practice discipline , and demonstrate pride on the field and in life.
VISION	Finish First Semester State Championship State Playoffs Section Playoffs Rosemount Prior Lake Edina Eagan Farmington Lakeville North Shakopee Mounds View Fall Camp Summer Strength, Conditioning, Mental Performance, 7 on 7, LOS, St. Olaf
CORE PRINCIPLES	Passion Contagious enthusiasm and love for the process. Discipline Staying true to the process over the outcome. Pride Holding myself to the standards on the field, classroom, and community. Brotherhood A genuine consideration for others and the desire to sacrifice personal glory for team success. We > me



2025 Summer Practices

**Cost: \$250/ 10-12th Grade Athlete
\$150/ 9th Grade Athlete**

**Sign up via
lakevillesouthfootball.org**

Includes:

- **St. Olaf Overnight Camp (10-12)**
- **8 Practices at the high school**
- **Extra training opportunities for O/D lineman**

Dates:

June 23-26 10-12th Only

July 21-24th, 28th-31st

Mandatory Off Week:

June 29 - July 4



Summer Football



Player Purpose:

- Learn and Develop as an athlete
- Set yourself apart as a player and competitor (attitude, effort)
- Develop leadership and the brotherhood

Coach Purpose:

- Evaluate athletes at every level
- Teach base schemes and try new schemes
- Build a tentative depth chart based on skill and commitment level



A Championship program must have a championship level speed and strength program



Benefits of Summer Strength & Speed

- Trained by experts in strength and speed
- Developing proper movement techniques
- Peaking at the Proper Time - 8 weeks in summer are essential
- Injury Prevention
- “Body Armor” for Football Players
- **Teams that train together, win together.**



#discipline

Cougar Summer Strength & Speed

Register online: www.lakevillesouthstrength.com

Starts June 17th

Cost \$200

11th & 12th Grade: 8:45-10:45

9th & 10th Grade: 10-Noon

M, T, W, TH



#passion

Lakeville South Summer Strength & Speed Training Schedule 2025

Begins Tuesday June 17th

These are the intended dates and times for different groups. If these particular times do not work for a particular group – please contact Coach Sahli as we already know there will be some exceptions.

Session	Time	Days	Group	Training Methodology	Site
	7:30-8:50	M/T/W/Th	Boys 11-12	Strength/Power	Weight Room
	8:55-9:35	M/T/W/Th	Boys 11-12	Movement/Speed	Field
2.	8:50-10:05	M/T/W/Th	Girls 9-12	Strength/Power	Weight Room
	10:10-10:50	M/T/W/Th	Girls 9-12	Movement/Speed	Field
	10:10 -11:20	M/T/W/Th	Boys 9-10	Strength/Power	Weight Room
	11:25-12:05	M/T/W/Th	Boys 9-10	Movement/Speed	Field
4	11:20-12:20	M/T/Th	Boys 6-8	Strength/Power	Weight Room
	12:25-12:55	M/T/Th	Boys 6-8	Movement/Speed	Field



Lakeville South Head Strength Coach

Scott Sahli - scott.sahli12@gmail.com

CSCS, CPT-NSCA, USAW National Coach



- Certified Strength and Conditioning Specialist *D through the National Strength & Conditioning Association. Certified Personal Trainer*D- NSCA, RSCC*E, USA Weightlifting National Coach (*D = with Distinction)
- Co-author of the textbook the NSCA's Guide to High School Strength & Conditioning. Co-author of the NSCA's course Teaching the Fundamental Lifts.
- NSCA State Director for 7 years, Regional Coordinator for 6 years. Duty was to teach and train strength coaches and personal trainers in a 5 state area.
- 17 appearances in the State Tournament for Football: 11 at Northfield, 1 at Burnsville, 5 at Lakeville South. 7 Prep Bowls, 3 State Championships in Football
- NSCA National Strength Coach of the Year 2010.
- Member of National High School Strength Coaches Association.
- 17 Olympic Weightlifting State Team Championships in the last 19 years.
- Coached 5 Professional Football Players.



#brotherhood

Equipment Update

**We're in a great space with equipment.
15 new helmets each year (Schutt F7 or
Vengeance)**

15 New shoulder pads each year

New practice jerseys for 9-12th grade in 2025

New Varsity jerseys in 2024

**New practice equipment each year that helps
us coach better and keep players safe.**



Player Travel Gear

\$150

9-12 players

2 year cycle

-Tall sizes available

-Must pay before pickup













Additional Player Apparel Store Open Ordering Window Ends May 5th!

-Extra team
apparel
-Usually
cheaper than
retail

ORDER BY
MAY
5

LAKEVILLE SOUTH HIGH SCHOOL
LAKEVILLE SOUTH FOOTBALL APPAREL '25

 \$89.99 Nike Men's Force Savage Pro 2 Football Cleats	 \$114.99 Nike Men's Vapor Edge Pro 360 2 Football Cleats	 \$16.99 Nike Everyday Dri-FIT Cushion Crew Socks (3-Pack) +1 more color	 \$39.99 AC Nike Dri-FIT Bucket Hat +2 more colors	 \$29.99 Nike Cuffed Knit Beanie +2 more colors
 \$14.99 Port & Company Knit Cap +2 more colors	 \$29.99 Nike Men's Pro Long Sleeve Compression Top	 \$24.99 BSN SPORTS Men's Long Sleeve Compression Top	 \$24.99 Nike Men's Pro Short Sleeve Compression Top	 \$19.99 BSN SPORTS Men's Short Sleeve Compression Top

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UPCHARGES APPLY FOR LARGER SIZES ITEM INCLUDES ADDITIONAL LETTERING



MTS Customer Support - ref # 13201711
1-800-749-3813 | myteamshop@bsnsports.com
Team Coordinator Ben Burk burk3733@isd194.org



Access Code
LSCOU25FB
www.bsnteamsports.com



Click Here To
SHOP NOW

Order 4/28 to 5/5

No orders will be accepted after the deadline.

Player Communication

Make sure your player is signed up and has the hudl app downloaded to their phone.

If not signed up, they should talk to their level head coach, or email Coach Burk



Parent Communication

- Booster Club Email Updates - Weekly
- Level Director Communications



A Championship Level Booster Club





New TC T-Shirt Tribute Fundraiser

\$100 per tribute,
goes on the back of
this year's TC Shirt

See flyer for more...



Why We Raise Money

The school budget alone does not pay for a championship level football program

- The Fees, ticket sales, and concessions paid to register for football do not go back to football directly

What the LSHS TD Club Provides:

- 9 additional coaches (7:1 Ratio)
- Uniforms
- Player Equipment
- Practice Equipment
- Sideline & Video Technology
- After Game Parties
- Team Retreat
- Coaching Development
- Championship Experience



LAKEVILLE SOUTH TOUCHDOWN CLUB

2025 BOARD MEMBERS

Tarra McCloud – President

Denise Hauge – Vice President

Eric Stuart – Treasurer

Heather Waterland – Communications Director

Jessica Williams – Operations Director

Our Mission – to enhance your players football playing experience

Board Meetings - 1st Monday of the Month at 7:00pm at LSHS



#pride

LAKEVILLE SOUTH TOUCHDOWN CLUB

2025 Grade Coordinators

12th Grade - **Kelly Williams**

11th Grade - **Bryan Krinkie**

10th Grade - **Bertha Lara**

9th Grade - **Matt Bodden**



Touchdown Club Fundraising Goals

Player/Parents: \$1000

	<u>2025 Goal</u>	<u>2024 Actual</u>
TDC Membership	\$20,000	\$17,000
Salt Sales	\$25,000	\$25,165
Coupon Cards	\$45,000	\$51,970
South Social	\$15,000	\$16,320
Corporate Sponsorships	\$35,000	\$33,900



How We Meet Our TDC Goals



Parents

- Join the Touchdown Club, Membership start at \$150
- Complete minimum of “4” DIB credits
- Attend TDC events
- Support our players and encourage their participation in fundraising






















Players

- Sell 40+ bags of salt
- Sell 20+ coupon cards
- Sell 10+ tickets to the South Social



2025 Touchdown Club Membership Levels

TDC Donation Levels	Grandparent \$50	Kickoff \$150	Field Goal \$300	Touchdown \$500	Victory Formation \$850	Add On \$250 (With any level donation)
Cougar Window Cling and Your Name on Our Listing of Sponsors +2 seat cushions (Grandparent level only)						
10% off coupon for any in-stock/on-premise apparel item (does not include online sales events)						
Lakeville South Football baseball cap						
Cougar shaker bottle						
2 Football Passes to all home games (no playoffs) \$80 value						
2 All-Sport Passes to all Cougar home events (no playoffs) \$210 value						
Cougar blanket + chance to win Yeti backpack cooler (winner drawn at home opener)						
Reserved parking at all home football games						

If questions:
Reach out to Denise
Hauge at
Denise.Hauge@lakeville-southfootball.org



More Way to Raise Funds

- Corporate Sponsorships
 - Own a business give a Corporate Sponsorship
 - or help reach out to local businesses - if interested
Kevin Casper 612-325-5656
- Volunteer Grant or Corporate Match through your current employer.



Salt Sales May 1 - May 16, 2025

- Salt Sale Forms
 - print off from website or weekly email
- Forms need to be turned in by May 16th
- The goal is that each player sells 40 bags of salt.
- Salt orders will be picked up June 17 and June 18 between 4pm-7pm at Ace Hardware (by Green Mill).
- Players will deliver salt to people's basement for them (this is a selling point).
- If you have any questions please call or text Chad McCloud 952-913-2423

		
\$12	\$12	\$12
Solar Crystal	Salt Pellets	Iron Fighter

Prizes:

- Top Seller: \$100 - cash or GC
- 150+ bags: \$50 - cash or GC
- 80-149 bags: \$25 cash or GC



#passion

“Dib” Credits

Dibs Sign ups:

- We are asking each family to sign up for a minimum of **“4”** dib credits for 2025 season
- To sign up, log in to your Sports Engine account
- Contact Jessica Williams (612-910-2385) with questions

High Priority Opportunities:

- Corporate Sponsorship
- Post Game Meals
- Game Day set-up
- Blitz Night drivers

TDC supports over 20 events.
Over 1100 volunteer time is needed

Salt Sales
Blitz Night
South Social
Kickoff Night
PreGame meals
PreGame setup
Post Game meals
Post game game setup
Corporate Sponsorships
Apparel
Fan Spirit
Senior Posters
Youth Night
Tackle Cancer
Teacher Appreciation
Homecoming
Alumni Night
Fundraising
End of the year parties
Varsity Banquet
Golf Tournament



Communication

www.lakevillesouthfootball.org

- All email communication will be run through our website – Sport Engine (SE)
- **If you don't have an acct with SE or any Communications questions:**
 - Head to the website above, click on create an acct (next to the login button) to become a member.
 - Send Heather Waterland your email address (the email you use for SE) heather.waterland@lakevillesouthfootball.org
- **Other Sources of Communication:**
 - Facebook (Lakeville South Cougars Football) (Lakeville South Football Cougar Mom Squad)
 - Twitter (@LSHSCougarsFB)
 - YouTube (Lakeville South Football), Instagram (lakevillesouthfootball)
 - Hudl (hudl.com) – Coaches to Players



#pride

What will you find on the website...

- **Team Pages** - rosters, coaches, schedules, news
- **Documents** – all documents including calendars, registration, fundraising, etc.
- **Apparel** – ordering links
- **TDC** – contact information, membership info, volunteer opportunities, documents
- **Calendar** - can be imported to your phone
- **Photos** – Shutterfly sites for teams & events
- **News** – news & events pages
- **Sponsorship** – corporate sponsors information & registration
- **Strength** – summer strength & speed information
- **History, Alumni, Stats & LSFA Link**
- **Dibs**



How do I sign up for a DIBS shift?

Go to our website:

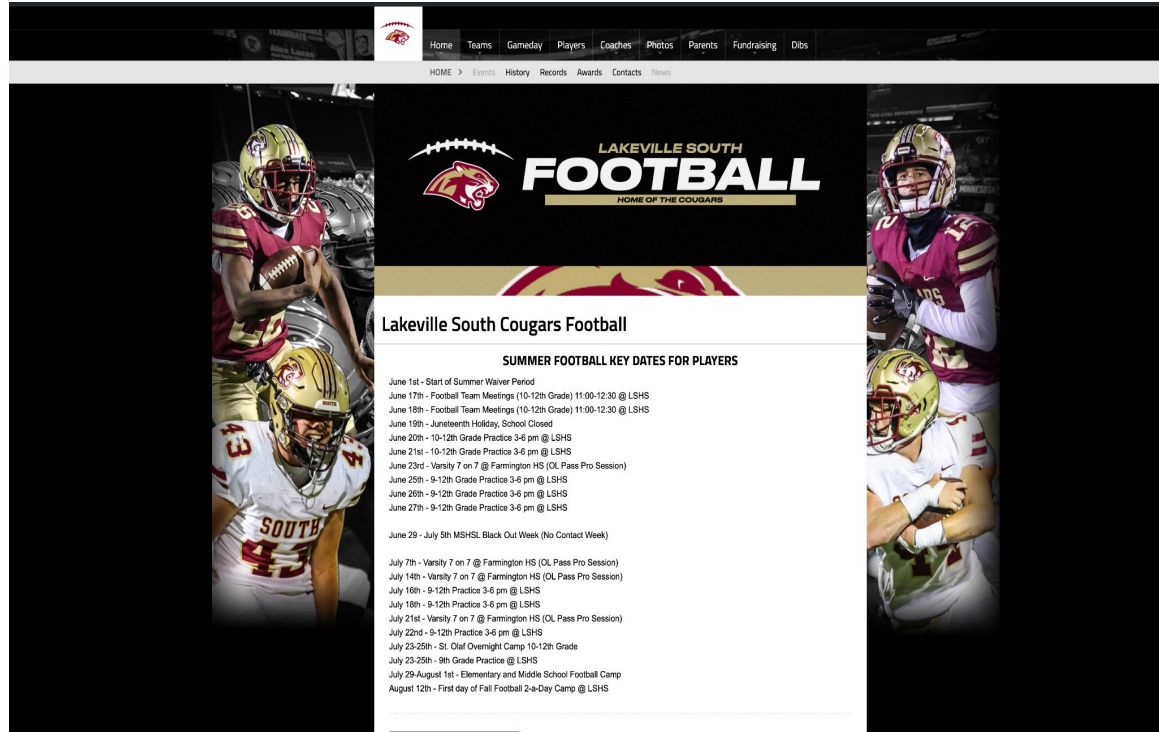
www.lakevillesouthfootball.org

Log into your Sports Engine profile.

Click on the DIBS tab

Select the event you would like to volunteer at.

For more information please contact Jessica Williams



The screenshot shows the Lakeville South Football website. The header includes navigation links: Home, Teams, Gameday, Players, Coaches, Photos, Parents, Fundraising, Dibs. Below the header is a banner with the team logo and the text "LAKEVILLE SOUTH FOOTBALL HOME OF THE COUGARS". The main content area is titled "Lakeville South Cougars Football" and features a section for "SUMMER FOOTBALL KEY DATES FOR PLAYERS".

Lakeville South Cougars Football

SUMMER FOOTBALL KEY DATES FOR PLAYERS

- June 1st - Start of Summer Waiver Period
- June 17th - Football Team Meetings (10-12th Grade) 11:00-12:30 @ LSHS
- June 18th - Football Team Meetings (10-12th Grade) 11:00-12:30 @ LSHS
- June 19th - Juneteenth Holiday, School Closed
- June 20th - 10-12th Grade Practice 3-6 pm @ LSHS
- June 21st - 10-12th Grade Practice 3-6 pm @ LSHS
- June 23rd - Varsity 7 on 7 @ Farmington HS (OL Pass Pro Session)
- June 25th - 9-12th Grade Practice 3-6 pm @ LSHS
- June 26th - 9-12th Grade Practice 3-6 pm @ LSHS
- June 27th - 9-12th Grade Practice 3-6 pm @ LSHS
- June 29 - July 5th MSHSL Black Out Week (No Contact Week)
- July 7th - Varsity 7 on 7 @ Farmington HS (OL Pass Pro Session)
- July 14th - Varsity 7 on 7 @ Farmington HS (OL Pass Pro Session)
- July 16th - 9-12th Grade Practice 3-6 pm @ LSHS
- July 18th - 9-12th Grade Practice 3-6 pm @ LSHS
- July 21st - Varsity 7 on 7 @ Farmington HS (OL Pass Pro Session)
- July 22nd - 9-12th Grade Practice 3-6 pm @ LSHS
- July 23-25th - St. Olaf Overnight Camp 10-12th Grade
- July 23-25th - 9th Grade Practice @ LSHS
- July 29-August 1st - Elementary and Middle School Football Camp
- August 12th - First day of Fall Football 2-8-Day Camp @ LSHS



#pride

THANK YOU!



GO COUGARS!



#passion

College Recruiting Presentation

Mark Kubacki

Mark has over 13 years of coaching experience at the Division I FCS and Division III levels.

- University of St. Thomas
- South Dakota State University
- St. Olaf College

Multiple All-Conference and All-American Players

Graduate of University of North Dakota & Stillwater High School

Lives in Lakeville with his wife Kelsey and two daughters.

