

# TOUCHLINE



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## A FAREWELL TO CHARLOTTE

by Norm Weiss

If there are any of you out there who don't know Charlotte Moran, it could be said you don't know soccer. At least EPYSA soccer. Charlotte has been on the scene, in one capacity or another for about 23 years.

"More years than I want to count," she said with a twinkle in her eye.



Charlotte Moran, flanked by Gloria Heffner and Frank Olszewski, at EPYSA's 25th Anniversary Gala

It all started innocently enough when, as is the case with most of us, Charlotte became the team mom when her son began to play for a Lower Southampton AA (LSAA) team back around 1977 or so.

"My children began to play and I thought it was important that I get involved," she said recalling her start. From there, things escalated. She became involved with LSAA at the Board level ("I think I was the club Secretary," she recollected).

Next she became the Board Trustee for InterCounty Soccer League (ICSL). It was at this level that she began to meet and interface with so many people involved with the game. Her friendliness and people skills quickly marked her as someone just about everyone liked and

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### What "They" Are Saying About Her

Roses are red  
Violets are blue  
Charlotte has moved ahead  
Leaving us so Blue

Charlotte's ability to communicate to the membership in all matters will be sorely missed. Also, who will give me directions now when I go to a soccer event?

KATHY HELM — EPYSA Secretary

I have known Charlotte for twenty years. Charlotte has worked hard for the game. She has been a friend of the referees, by supporting the referee program from the youth perspective. A major plus has been her many contacts throughout the soccer community. She is a tireless worker spending long hours in the Director position. She supports the game as a spectator; she is always there at any major game. I wish her well as she goes forward with the new women's league.



FRANK GIANCROCE — State Referee Administrator

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it was merely a matter of time before she would be asked to run for office. She quickly became Secretary of ICSL. Her ability to bring people together and heal differences diplomatically led to Charlotte's quick rise up the executive ladder. She would next become Executive Vice President of ICSL.

Next stop was Vice President for Travel of EPYSA, then she began a term as President of EPYSA. (It is worth pausing here to remind you that Charlotte Moran never played soccer, never coached soccer.) One of her greatest triumphs has been the development of and support for this magazine. Her goal was to build better communication within the organization and *Touchline* became a strong vehicle to do so.

## She has been, simply said, a treasure!

"I tried very hard," Charlotte said, "to make the outlying areas within EPYSA feel a part of the organization. We worked hard to spread events to all areas and to bring in people from all areas so everyone felt a part of EPYSA."

When it became clear that EPYSA had grown to the point that it required a full-time Executive Director, Charlotte seemed the obvious choice.

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"And," she added after a brief pause for breath, "ODP Administrator for the State since about 1985. I was National Chairperson for four years after that and now I'm Regional Administrator of ODP. I'm also on the National Soccer Coaches Association of America (NSCAA) committee."



Charlotte (center) with Wim and Linda Roset  
at the EPYSA 25th Anniversary

She has served with distinction at every level, in every capacity. Wherever Charlotte has been, she has left behind people who, simply said, adore her. You merely have to look deeply into those warm brown eyes and you have made a friend for life. She is a passionate woman (Charlotte is Italian, after all), supremely self-confident and remarkably competent. And when she latches on to something, believe me, she is in full control (or will be after a short learning curve). Her

Charlotte was not only past President and Executive Director of EPYSA but also a friend of the game of soccer.

She never ruled with an iron boot, however, the way she asked you to do something for the association made it impossible to say "no". Her ability to get the job done by delegating or just self-determination made her an asset that will be hard to replace.

One good example of her leadership ability was hosting the National Convention and Workshop. Bringing the whole country together in Philadelphia was a monster undertaking and the smoothness of the event was directly attributed to Charlotte's leadership. National had nothing but praise for EPYSA's running of the event. The staff that Charlotte assembled to do the day-to-day and hour-to-hour drudgery was rewarded by a very healthy "Thank You" from the National Office.

National Games, AGM's, Workshops, ODP Tryouts, State Cups, and the lists of EPYSA successes go on and on. Charlotte had her hand in all of it. We know that THE CHARGE is getting a person who will take CHARGE.

*BILL BLAISE — District Commissioner, District 3*

Charlotte's resignation is a great loss for EPYSA, but a great addition for the league and for Philadelphia. She has given so much to the game, the participants, and all of the people who come to the games. I have enjoyed working with her and I know that things will get done. Charlotte has done so much to help the league to succeed!

*JAY HOFFMAN — National Coaching Staff*

Talking about Charlotte is easy. "She's always making me late." For example, she is always the last one off the field because she is always talking to someone. At one Regional in Niagara Falls, she was at it again – I'm driving to the airport and it's close to flight time. So, I'm driving like crazy to get to the airport on time and manage to get a speeding ticket!

Another time, she's talking me to distraction and I miss the turn and end up going around in a circle around Grand Island – late again and as a result, almost missing the flight. Now I don't tell her which flight I've booked so I can catch the plane "on time."

On the way to a Regional meeting, we were lined up to see the Budweiser Clydesdales. The flight was scheduled for 9am (Philadelphia to New Hampshire). We arrived at 9pm — missed the horses!

*DICK BURKE — EPYSA State Cup Commissioner*

EPYSA's loss is WUSA's gain. Charlotte is one of the hardest-working, most dedicated persons I have ever known. She has always made my job easier, giving me all the credit for her hard work. I feel very fortunate to have her as a friend. I wish her all the happiness and success in her new endeavor.

*BOB PALMEIRO: Region I Director*

knack for diplomacy is remarkable. It is no wonder then, that she has risen so high in the game.

Now the time has come for the next challenge. Those of us who know her so well are not surprised by her next move. She has been tapped to be Director of Team Operations (she modestly implored me to add here that she *thinks* that is her title) for the Philadelphia Charge, one of the charter teams in the brand new WUSA (Women's United Soccer Association). The team will begin play using the Villanova University fields in the coming season. Given how she has championed women's soccer and been such a key factor in the growth and acceptance of the women's game, it is only fitting that she be



Charlotte and BJ Johnson

rewarded with this opportunity.

Asked if she ever expected to go this far in the game, her answer was a simple and sincere "No!"

"It's been fun," she said. "The thing that is so exciting to me is to have been involved with the girls side

of the house. I always felt that for every fan of women's soccer the men had five, so it was kind of a crusade to bring equality.

"Back around 1995, when we hosted the USA v. Germany on the first leg to Atlanta (the Olympics) then have women's soccer added to the Olympics," she continued, "then see all the effort and promotion result in the popularity of the women's game. Now to see a women's league actually happen..." She trailed off here and you could see she was about to get misty (Charlotte is a woman, after all).

"I feel that I have had some small part," she continued after regaining her composure.

I asked her if she was proud of her role in bringing this league about. "Nah! You can't take yourself too seriously," she answered. It was vintage Charlotte Moran. Just step in where there was a job to do and get it done. Leave the accolades to others.

"I love the game. We were a soccer family – that's what we did all weekend and that's how we spent our vacations and holidays. Giving something back for all the years of enjoyment is why I do it."

Forgive us then, having worked along side her for so many years, if we insist on throwing out a few accolades here. She has been, simply said, a treasure. She will do everything in her power to succeed at the next level and, more importantly, to make women's professional soccer a success. ⚽

Working with Charlotte, you quickly realize that she pours her heart and soul into everything that she does. Philadelphia Charge has added a shining star to help light it's way. How blessed I am to have Charlotte part of my life.

KATHY ZOLAD — *Connecticut Junior Soccer Assn.*

Charlotte is an icon – an encyclopedia of soccer knowledge and advice. Our state will miss her, as will I, personally.

CHRIS BLEAM — *EPYSA State Coaching Staff*

Charlotte's telephone technique is legendary. When a parent or coach would call with a perceived problem, she would listen politely, and then ask, "What kind of an answer would you like?" After filtering out the extraneous information, she then proceeded to resolve the issue in the correct manner for all involved.

WIM ROSET — *District Commissioner, District 6*

Charlotte honed her organizational and people skills working as the Hans Peters Tournament Director when I first got to know her. She has always been a tireless worker in whatever activity she has been involved.

She's the one person you can start out with walking across a hotel lobby at one o'clock and at two o'clock still be waiting for Charlotte on the other side since she's stopped to talk with everyone she's encountered on the way.

Charlotte has always hated to fly although as time went on she had to do more and more of it in order to travel to various Regional and National events. On one of our earliest joint flights, I bought her a "worry stone" to get her through her anxiety. It is no longer part of her travel kit, since she broke it while clenching it on a subsequent flight.

Always a strong supporter of girl's and women's soccer, it is not surprising we should lose her to that part of the game. The only question to ask is, will she continue to use her own personal criteria in the selection of a coaching staff? (Ask her about it). Good luck to you, Charlotte, and to our new women's league.

FRANK OLSZEWSKI — *EPYSA Vice President, Travel*



One of my earliest memories of Charlotte goes back before she was involved at the state level. EPYSA has long had a policy providing free coaching clinics to affiliates. Charlotte was not going to let an opportunity pass her by, and requested a coaching clinic. Imagine the staff's reaction when they arrived at the site, they were not greeted by the 20 or so coaches expected, but rather the close to 300 eager kids that Charlotte had organized to be there.

BOB URBAN — *EPYSA Coaching School Coordinator*