

TO: BOARD MEMBERS 2009
PARENTS of Players/Cheerleaders 2008

AN OFFICIAL ANNOUNCEMENT: CHANGE COMING IN 2009

In 2009 the South Gate Youth Football, Inc. organization will celebrate its 20th season---that is quite an accomplishment!!! For 20 years we have provided "organized" youth football and cheerleading for hundreds of children in the South Gate community. Some of our former players and cheerleaders have come back into our program as coaches and as trainers, and some of them have gone into life to pursue great things---an education...a career...a family.

CHANGES in 2009. Beginning JANUARY 01, 2009, there will be many changes that will affect the overall look and image of our program. We unanimously support these changes that will ensure continued growth and development of our youth program. Because of changes within our community and the acquisition of a new high school in 2004, (and the possibility of a 3rd high school), in addition to our strained relationship with current SGHS administration and its new coaching leadership; we have found ourselves in a position to "re-evaluate" our original goals and objectives as an exclusive support program at SGHS.

CHANGED RELATIONSHIP at SGHS. Within the past few years, our relationship has greatly changed while at SGHS, to the point where we are no longer accepted as an extended family of the South Gate Ram Program, as originally designed in 1989. Since 2002, we have struggled through disappointing changes that have affected the leadership and coaching quality at SGHS, and this was sad to come to this realization. However, our mission to bring our youth closer together through the means of a common interest in sportsmanship, fair play, and fellowship from this "great" youth sport program has never changed, regardless of our challenges. In the end, we knew we would overcome and we knew we needed to make a new direction for South Gate Youth Football. Here are some of the plans we will make beginning January 01, 2009...

1. Our official name of SOUTH GATE YOUTH FOOTBALL, Inc. (SGYF) will change to:
SOUTH GATE YOUTH FOOTBALL & CHEERLEADING, Inc., to be also recognized as SGYFC.

We could not be a family of players and cheerleaders without recognizing all that we represent in our official name. However, we will continue to acknowledge that without football there could not be cheerleading.

2. Our new "independent" logo and mascot for 2009 will be....SOUTH GATE AZTECS.

By becoming our own individual name and mascot, we can better serve the needs of both high schools in our community, and remain neutral in our look, our image and our philosophies, but mostly to become independent and original. Our intent is to continue to support the needs of our community high schools in providing academically sound athletes for high school competition in football and cheerleading. (Already we know of a handful of our players who participate in both high school programs). We wish to continue to open better avenues of partnership between the high school athletic programs and work together to bring our mission to a reality.

Why Aztecs?....WHY NOT! Because there is simply no budget to reinvent our program outside of being black and red---the decision of becoming the Aztecs was simple! We could easily incorporate our existing colors to that of the San Diego State Aztecs of red, black and gold, and use of their

logos. By becoming the South Gate Aztecs, it is also representative of our Latin community and the roots of so many connected to Mexico. We will be a people, we will be a community, and we will be a new breed of "Warriors" as the South Gate Aztecs. We are very excited about these changes and our new identity. Saying good-bye to the Rams after 19-years is sad, but a new door of opportunity and change is about to open and we are moving ahead as the "new" Aztecs of South Gate.

These are just two of the major changes that we can confirm with you today, and many more to come...a new practice location...a new game field...and many more to be announced. But today, we must work to make these plans a reality for continued growth of the South Gate Youth Football & Cheerleading organization. So as I meet with our new board of leaders, as we interview our coaches and ready our program for a new season of Aztec Football & Cheerleading, there are many plans to be decided upon, and many meetings to be held. Just understand, that our look will be new, our name will be new, but we are still committed to our original goals and objectives and we stay true in our mission to bring our youth closer together through the means of a common interest in sportsmanship, fair play, and fellowship---we are still one family, we are still one community. Our PRIDE may change from that of being a Ram...but there is still PRIDE in what we represent...South Gate Pride is now AZTEC PRIDE! We welcome you to "THE GATE," just beware of the new Warriors called South Gate Aztecs!

I extend an invitation to any of you who are interested in joining our program and becoming the strong and committed leadership for future growth and development in our organization. We are dependent upon adults who are willing to join our mission and to be the very best example for our children. Please contact me if you are interested...

**Very Truly Yours,
With AZTEC PRIDE 2009!**

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