

# KENTUCKY YOUTH SOCCER ASSOCIATION

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## SOCCER LEARNING UNIVERSITY

### Ruth Nicholson

Founder  
GO!



Ruth Nicholson is the founder of GO!, a 24/7 resource and training platform offering youth sports organizations proven governance, leadership, and administrative tools. Since its launch in mid-2017, Ruth and the GO! staff have fielded inquiries and worked with coaches, clubs, state associations, and leagues in 19 North American states and provinces, as well as others in Europe, South America, Australia, and Africa. An internationally-certified professional facilitator, mediator, and organizational alchemist, Ruth was one of four national finalists for the 2018 Innovator of the Year award sponsored by Hudl, SKLZ, Soccer.com, SportsEngine, and United Soccer Coaches. She is a requested writer and workshop presenter for

youth sports publications (SoccerToday/GoalNation, Northwest Soccer News, goalWA, US Youth Soccer newsletters, and Sports Engine Community) and coaching education events, including the US Youth Soccer Leadership Development Symposium, US Youth Soccer Workshop, United Soccer Coaches/NSCAA convention, state association annual training events, and a keynote for Everything in Soccer (Toronto, May 2019).