Former English Premier League Midfielder Adam Nowland Joins Coaching Staff at Washington Rush Soccer Club

Adam Nowland, an accomplished midfielder who played for West Ham United, Nottingham Forest, Blackpool, and Preston North End over a 12-year professional career, is the newest member of the highly accomplished Washington Rush coaching and training staff.

Nowland was discovered at age 12 when he was invited to join the Preston North End Centre for Excellence and was trained by professionals associated with the revered Preston North End Club. In his 12 year professional career in England, he made 200 senior appearances, scoring 20 goals. He is the youngest ever scorer, at age 17, in Blackpool Football Club's 115 year history.

Additional background on Nowland's life and career can be found on Wikipedia at http://en.wikipedia.org/wiki/Adam_Nowland

Nowland's first assignment will be to evaluate players for the new season during tryout sessions which run April 22nd through May 17th. Nowland will be coaching several teams, offering private training, and helping design and implement a new Technical Training Program.

Nowland will also serve as a player/coach for the Everett-based SeaWolves FC in its inaugural season in the USL Premier Development League. The team's season opener is May 7th.

Washington Rush Technical Director Ben Somoza admits he is thrilled with Nowland's professional playing credentials but says it is his skill in working with youth that really sets him apart. "Not only does Adam have a heart for young players and helping them reach their goals, he has an amazing way of relating to players and communicating what he wants. This is a true sign of a great coach and teacher."

Nowland holds a UEFA (Union of European Football Associations) license and has developed several youth teams in England. Recently, he was asked about moving to the Northwest and


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coaching youth soccer:

**Why are you joining Rush?**

I am very excited to be joining the Rush family and can't wait to get started. I have been extremely impressed with the way Rush, as an organization, creates an environment for the kids to develop as players and young people. I am looking forward to working alongside the coaching staff as I'm sure their extensive experience in youth soccer can only benefit me as a young coach.

**Do you have a passion for working with kids?**

I developed a passion for working with kids during my own playing career, particularly when I was making my way up through the professional youth ranks in England. From that experience I feel I am able to relate to young players who are looking to learn the basics of the game and beyond. I recognized early on that I was able to connect with them through my own experiences with coaches, good and bad, and help them understand what is being asked of them. When I became one of the senior players, I took pride in helping the younger members of the squad integrate and feel confident enough to express themselves. So I've known for a long time that coaching was always going to be the next step for me in my career.

**Do you have a special technique that you use to develop young players?**

I believe that the relationship you build up with a player and a team is key to them trusting and respecting what you say and implementing your advice on the soccer field. There are obviously many more aspects that make a good coach but if you don't have this basis then, in my opinion, the players will not reach their full potential.

**What is your past experience in coaching youth sports?**

During my career I have worked under some of the best coaches in England and also played alongside and against some of the best players in Europe. This experience is priceless and has helped me develop my coaching ideas and philosophies which I hope the Rush players will enjoy learning from.

I have also spent the last two years taking my coaching badges in the UK and I now hold a UEFA 'B' qualification. To achieve this I had to work with several youth teams in England and develop them over a 12 week period.

Since then I have worked as a private coach where I was able to focus on individuals or small groups helping to improve the players' basic techniques and understanding of the game. I will continue to do this alongside my team coaching as part of the Rush Technical Training Program. I feel it is an essential part of any player's development because in order for them to be an effective part of a team they first need to be competent and confident in their abilities as an individual.


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