



Georgia Soccer names Laura Halfpenny as new Executive Director

July 9, 2020

The Georgia Soccer Board of Directors is pleased to announce the addition of Laura Halfpenny as the association's new Executive Director.

Laura comes to us via an Executive Director's role with Orlando City Youth Soccer where she informed, assessed, and addressed issues that affected the organization. As the Executive Director, she oversaw operations & administration, finance/budgeting, sponsorships & fundraising, community events, and marketing.

Prior to her role as Executive Director, she was the General Manager and the director of the Girls Junior Academy Program. Laura has over 18 years' experience as a soccer coach. She has worked with the ODP program of Region I and the Florida Youth Soccer Association. Laura coached for Gloucestershire Center of Excellence in Cheltenham, England and held coaching positions in New Jersey and Vermont.

Laura has experience in working with Boards of Directors, committees for strategic planning, the MLS and other major stakeholders and partners. At Orlando City Youth, she created a successful capital campaign to improve facilities, scholarships and financial assistance programs and additional key strategy initiatives.

Laura is known to devour good food and good coffee. She enjoys hiking, mountain biking, and most other outdoor adventures. She loves her cats, enjoys reading personal finance books, and likes to tackle DIY projects.

Halfpenny stated, "I am delighted to join the Georgia Soccer Association and motivated to make a positive impact on those involved in the game and to continue to showcase the sport to all. I see a tremendous opportunity to work with our BOD, Staff and Membership to grow participation levels and provide a high level of service to our members through our current and future programming. Soccer is the greatest sport in the world and can impact lives; young and old, beginner to advanced. I share the responsibility we all have to ensure that we grow the game and ensure that Georgia is known for its vibrant soccer community and culture."

Speaking on behalf of the Board, President Russel Rankenburg said "We are thrilled to welcome Laura to the Georgia Soccer family. After review of approximately 100 applicants, the Georgia Soccer search committee voted unanimously to bring Laura on board with our organization. We welcome her experience, energy, outlook, vision and positive attitude and personality to the association. Laura has a proven track record of innovation and implementation and we look forward to those skills working for the betterment of our association and our membership."

Feel free to reach out and welcome Laura. She will be in the office beginning July 13. Her email address is laura@georgiasoccer.org

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