

In May 2012 the respective boards of the Collierville Soccer Association (LOBOS) and Tennessee Rush voted unanimously to join forces in order to better serve the Greater Memphis Soccer community. The original agreement called for a continuation of the Rush affiliation for a period of two years. "At the time we simply had no idea what Rush affiliation meant, so many of us were skeptical of its benefits" stated Paul Furlong, CSA Executive Director. LOBOS Rush players, coaches, & staff used the ensuing 18 months to experience the "Rush Way" and the multiple benefits a national affiliation has to offer. LOBOS Rush players attended Rush Fest in Denver, Rush Select events throughout the country (culminating in 3 players traveling to Real Madrid with Rush Select) along with numerous guest playing opportunities. Technical staff attended the Rush Summit in CO, met with Rush National staff at the NSCAA Convention in Indianapolis and took part in monthly conference calls. "This interaction quickly gave those of us with little experience of the Rush Way an understanding of what it means to be part of something bigger" stated Furlong. He continued "the main benefits we saw were in the form of opportunities for our players and the sharing of information between technical staff, coaches & member clubs. However, national level contracts with the likes of Adidas, Chevy, [Soccer.com](http://Soccer.com) were the icing on the cake. Localized clubs cannot get that level of brand recognition and its associated member benefits".



At the clubs November board meeting, 18 months after the merger, the CSA Executive Committee voted unanimously to continue the Rush affiliation and issued the following statement "We are pleased to continue our affiliation with Rush as our board understands the benefits the affiliation brings to our members. We are excited to be part of the Rush family. "