

LAVA

LOS ANGELES VOLLEYBALL ACADEMY



The Los Angeles Volleyball Academy (LAVA) is an affiliation of junior club volleyball organizations in Southern California, featuring some of the best and brightest coaching and administrative minds in the region.

With primary operations based out of the San Fernando Valley with LAVA teams practicing at Harvard-Westlake School (primary facility for the "South"), Oakwood School, and Pierce College, the Academy has grown to include eight other affiliates: LAVA North, based in the Santa Clarita Valley; LAVA West, based in the Conejo Valley; Montecito Volleyball Club, based in Santa Barbara; Revolution Volleyball Club, based in the Antelope Valley; Vintage Beach, based in Santa Monica; the Development League ("DL"), a low-cost, limited-travel option for beginners and more casual players; the LAVA Lite program, our youth development affiliate; and SMBC Boys, also headquartered at Harvard-Westlake and our longest-running affiliate program.

The Academy combines for more than sixty teams and six hundred athletes, not to mention a coaching staff some seventy strong with hundreds of years of volleyball experience and awards earned at every level, from the Olympics on down to our littlest Lites. Welcome to LAVA!

Los Angeles Volleyball Academy

"Volleyball Done Differently"



MONTECITO
VOLLEYBALL CLUB



NORTH



REVOLUTION
VOLLEYBALL CLUB
SOUTHERN CALIFORNIA



DL



SMBC
SANTA MONICA BEACH CLUB



WEST



VINTAGE
BEACH



LAVA *lite*
LOS ANGELES VOLLEYBALL ACADEMY



SOUTH

Introducing LAVA . . .



The Los Angeles Volleyball Academy (LAVA) is an affiliation of junior club volleyball organizations in Southern California, featuring some of the best and brightest volleyball coaches in the region. Founded in 2010 with aims of advancing volleyball education for local coaches, players, and parents, the organization charted a new course in the summer of 2011 with the launch of its own junior club volleyball program bearing the LAVA name.

The LAVA Mission Statement is succinctly and best summed up with the phrase “*Volleyball Done Differently*”; LAVA strives to do differently, to do better, in every single aspect of its enterprise. The goal of the organization is two-fold: first, to provide quality volleyball training and education to as many junior athletes and athletic families as possible, whether in the form of elite-level club volleyball travel teams, local development programs, private and semi-private lessons, team camps for high schools, or position-/skill-specific clinic sessions, to name just a few of the LAVA options; and second, to provide quality education and guidance to the coaches, players, and parents of the region via content-based publications, clinics, seminars, reviews, assessments, etc, all designed to increase the spirit of collaboration and communication between the coaches, players, parents, and families of our region.

The members of LAVA bring unique backgrounds, strong characters, vibrant personalities, valuable experience, and steadfast dedication and spirit to their various roles within and beyond the bounds of the organization, but foremost an enduring passion for the sport of volleyball and a driving desire to do good and right, whether directly or indirectly, by everyone in our athletic community.

THE PEOPLE OF LAVA

LAVA is the collaborative fruit of many respected volleyball personalities across Southern California and beyond, but there are a handful of individuals whose collective vision has had the most significant impact on setting the Academy’s course: our principal members.



NABIL MARDINI – Director of Operations/LAVA Club Director

Nabil Mardini is considered one of the finest volleyball minds in the region, if not the country. As Head Coach of the Pierce Women’s Volleyball Program, Nabil saw his 2010 squad win the CCCAA California State Championship for the first time in school history, with the added bonus of his being named AVCA 2010 National Two-Year College Coach of the Year. As the current Director of Santa Monica Beach Club Boys, an elite juniors volleyball organization, and the former long-time Director of SMBC Girls, he has extensive knowledge of the operational and training aspects of the club volleyball world. His network of contacts is extensive, owing largely to his reputation as one of the most ethical and upstanding personalities in the coaching world today. All this, in addition to time spent training professionally as a young player himself in his home country of Lebanon, not to mention an advanced degree in Electrical Engineering. Nabil handles much of the day-to-day operational side of LAVA, including content for coaches, correspondence with players and parents, and scheduling, in addition to myriad other duties. He also coaches the top team for the Los Angeles Volleyball Academy, the South 18-1’s.



TREVOR JULIAN – Director of Development/LAVA Club Assistant Director

Trevor Julian brings a diverse skill-set to the table for the Los Angeles Volleyball Academy. A long-time and immensely successful junior girls club volleyball coach with the Santa Monica Beach Club—his 16-1 teams over the years have consistently competed in Division One of the SCVA Power League and finished Top Five multiple times at various national travel tournaments, and he guided his 2010 squad to a 16’s Division Championship at the Volleyball Festival in Phoenix—he has arguably the most impeccable reputation in the region for dealing with players and parents in an honest and caring way. A former award-winning volleyball player himself—captain and four-year starter at USC, inductee into the Harvard-Westlake High School Hall of Fame—he transitioned degrees in Creative Writing and Business Administration into a career in commercial real estate; his decade in the business has seen him work the acquisition, disposition, exchange, or evaluation of more than one billion dollars of southland property, and the marketing/brokerage skills he developed during time spent in the business trenches gives him a unique perspective on growing the LAVA brand. In addition to assisting Nabil and spearheading strategic planning, Trevor coaches the LAVA 16-1’s for the South.



BEAU DANIELS – Technical Director/Club Director, SMBC Boys

Beau Daniels has done an exceptional amount in a very short time: an All-American at Pepperdine, he played internationally in Ireland and Switzerland; he logged collegiate coaching stints at Pierce College, where his men’s volleyball squad won a State Title, and his alma mater Pepperdine, where he coached under the direction of legendary gold medal-winning coach Marv Dunphy; a licensed chiropractor and certified strength coach, he runs the respected performance center Body Dynamix, headquartered in the San Fernando Valley with offshoots as far south as Irvine; and he Co-Directs the Santa Monica Beach Club Boys program, overseeing most of the day-to-day operations of that program. Beau brings this extensive, impressive background with him as Technical Director of LAVA, which has him assisting with oversight of the training and education of coaches, as well as player strength and conditioning components, in addition to his role as coach of the South 17-1’s.



RON HAMILTON – Finance Director

Savvy financial guru Ron Hamilton brings efficiency and accuracy to his role as the primary fiscal figure for LAVA. Ron’s impressive background in the insurance world, combined with his knowledge of all things club volleyball after more than twenty years owning and operating clubs—primarily on the administrative side—not to mention an honest and impeccable character, makes him the perfect person to oversee the financial aspects, in all their myriad forms, of the Academy. Ron handles the accounts and much of the day-to-day monetary decision-making, leaving Nabil, Trevor, and Beau free to do what LAVA does best: educate and train.

As mentioned above, however, LAVA is far more than just four people: our coaches and administrators are some of the best in the business, committed and caring individuals with great passion for volleyball—and great dedication and devotion to our players, parents, and families, the true bedrock of the Los Angeles Volleyball Academy.

THE PROGRAMS OF LAVA

The LAVA network is an affiliation of junior volleyball clubs with similar philosophies and standards, and ethical ideals. There are a total of nine affiliates working under the LAVA banner at present—including a handful of actual LAVA brand name programs—with more to come. We have described the programs for you below.

LAVA Girls



Our flagship girls program operates out of the San Fernando Valley with gymnasium locations at the prestigious Harvard-Westlake School (our primary facility) in Studio City, Oakwood School in North Hollywood, and Pierce College in Woodland Hills. Known to the volleyball community at large simply as LAVA (but internally nicknamed “LAVA South”), and featuring some of driving forces behind the SMBC Girls program which operated out of Harvard-Westlake for many years, the program anticipates fielding sixteen teams for the 2012 season across eight distinct age divisions. Our ultimate goal is an unmatched standard of excellence, starting at the top with the quality of our coaching staff and working all the way down to the competitive, constructive environment created for our youngest players, all resulting in a deeper and abiding love for the game. Our structured training program, top-tier coaching staff, familial atmosphere, exemplary code of ethical conduct, and the excellent reputations of our principal coaches and administrators, will truly set LAVA apart as one of the premier volleyball organizations in Southern California—and beyond—even in this, its first official year.

LAVA North



The first of our affiliates to use the LAVA name, the North program boasts a collection of the finest coaches in the Santa Clarita Valley as it enters its fourth year of existence (its first under the LAVA banner), including the head varsity girls coaches from four of the six local high schools—Valencia, Hart, West Ranch, and Saugus, not to mention the head coaches for Campbell Hall and Notre Dame Sherman Oaks, as well. Based out of the Spectrum Athletic Club in Valencia, the program also looks to field fifteen teams for the 2012 season across seven age groups, and with the training structure, values and ethics, and oversight of the Los Angeles Volleyball Academy behind it, the sky is truly the limit for our friends up North!



LAVA West

The second of our namesake affiliates, the West program looks to tap into the talent-rich region of the Conejo Valley with seven teams slated for the 2012 season in its inaugural year. With gymnasium locations at Thousand Oaks High School (our primary West facility), Redwood Middle School, and other area sites, and featuring a coaching staff that reads like a who's-who of Conejo coaching talent, the West program takes all the qualities of the South and North programs—structured training, excellent coaching, strong values, superior ethics—and brings them to the Westlake Village and Thousand Oaks adjacent areas. It certainly looks promising way out West!



LAVA Lite

The LAVA Lite program is a youth program run in coordination with many of the various LAVA affiliates. The Southern California Volleyball Association (SCVA), which oversees and manages all aspects of the club volleyball community in our region, offers a 12-and-under age group as its youngest competitive division. The LAVA Lite program is specifically geared towards female athletes age 10 and below, for which there is no real beneficial competition division; with a network as large as the Los Angeles Volleyball Academy, however, there are alternatives available—hence the launch of LAVA Lite, a program for 10-and-under teams from LAVA affiliates. While the details of the program are still being discussed—limited competition days in centralized locations, low-impact time commitments required, instruction-centric focus—we are excited for the possibilities this youth program brings, and the launch of the official LAVA Lite season will coincide with the girls junior club season beginning in October of 2011.



SMBC Boys

The Santa Monica Beach Club Boys program is the oldest of the LAVA affiliates, and for that reason and others its most historically successful. Established in 1982 and now celebrating thirty years of existence, the SMBC Boys program has left an indelible mark on the boys volleyball community. With more than twenty medals in Junior Olympic competition, including a medal in each of the last seven years and two in 2011, the SMBC Boys is a well-respected juggernaut with alumni scattered throughout the upper echelons of the collegiate NCAA Division One men's volleyball ranks. Our flagship boys program, SMBC Boys is based out of the San Fernando Valley with facilities at Harvard-Westlake and Oakwood Schools, as well as Pierce College. The program anticipates ten teams for the 2012 season across the seven distinct age divisions, and brings everything to the table one would expect from a LAVA affiliate—top coaching, structured training, and superior values and ethics.



Montecito Volleyball Club

Montecito Volleyball Club burst onto the Santa Barbara volleyball scene in 2010, its inaugural season, and is looking to improve and expand upon the successes of its first two years. Offered as an alternative to the clear-cut volleyball establishment so seemingly entrenched in the Santa Barbara area, the Montecito goal is to produce top teams and talented athletes with the potent combination of committed, caring, and constructive coaches and positive, dedicated, passionate players and families. To facilitate expansion and the achievement of its goals, Montecito was one of the first LAVA affiliates to sign on in 2010, and as the club enters its third season we anticipate fielding six teams across several age divisions run out of gyms at the Cabrillo Street and Girls Incorporated facilities, guided by the experienced Montecito staff under the thoughtful and optimistic eye of the Los Angeles Volleyball Academy.



Revolution Volleyball Club

Revolution Volleyball Club enters its ninth year in 2012 and its second as an official LAVA affiliate. This Antelope Valley-based program has long been a strong provider of training for volleyball players in that community, offering a particular training model suited to the needs of the regional demographic. It begins with the enthusiasm of the dedicated coaches and Revolution staff members—which counts among its rank several individuals of significant volleyball pedigree—tremendous people working to ensure Revolution is the best local option for Antelope Valley players and families. With a training regimen and administrative structure revamped by LAVA as part of the program's affiliation, Revolution now boasts one of the finest and most reliable set of coaches and administrators in the area and expects to field nine teams in 2012 out of its gym facilities at Antelope Valley College and Desert Christian School.



Vintage Beach Volleyball Club

The newest of the LAVA affiliates, Vintage Beach Volleyball Club is set for launch in the fall of 2011 based out of Santa Monica City College in Santa Monica. The plan for Vintage Beach is to focus on female athletes from grades four through ten—perhaps five teams for the 2012 season, exclusively in the 12's to 16's divisions—with plans to expand into the older age groups in years to come. Multiple coaches with deep ties to LAVA have signed on to coach and operate the club, including some exciting new names and faces, and all of the things making Los Angeles Volleyball Academy affiliates great—structured training, quality coaching, exceptional values ethics—will be on display at Vintage Beach, as well as an authentic sort of exuberance that is difficult to find in club volleyball in West Los Angeles.



The Development League

The Development League (also known as the “DL” or the “D-League”) returns for its third season in 2012 as LAVA’s low-cost, limited-travel option for San Fernando Valley and Valley-adjacent families. The DL was created with the intention of achieving a pair of simple and well-defined goals: (1) for experienced junior high and high school athletes, to provide an environment where coaches may implement a structured and effective training regimen, all while recognizing the difficulties associated with the cost of club volleyball in a difficult economic climate; and (2) for beginner and novice junior high and elementary school athletes, to create an atmosphere of fun and learning, a developmental program in the truest sense of the phrase, complete with an effective structure and strong coaching, but without the excessive cost and travel associated with advanced club volleyball. The program operates out of West Valley Christian School with a variable number of teams, and is limited local travel, thereby cutting costs for families of DL players by as much as 60% to keep club volleyball affordable.

We are proud of the programs affiliated with our Academy and enthusiastic about all the people we have working within the LAVA network, as well as the possibility of more affiliates to come . . . perhaps even as far away as the Hawaiian Islands!

“VOLLEYBALL DONE DIFFERENTLY”

No matter how far away our programs are from one another in terms of distance, however, there is one universal constant amongst the coaches and administrators of the LAVA—a subscription to the idea of *“Volleyball Done Differently”*.

In a club volleyball landscape that has deteriorated of late—with regard to how clubs, directors, teams, and players treat one another in their discourse, with regard to the long off-season and the tryout process, with regard to providing value in line with the heavy cost of play, with regard to honesty and integrity, and with regard to the declining overall environment of our SCVA region—the Los Angeles Volleyball Academy is committed to setting a course and navigating a path with the highest ethical standard of behavior. We pledge to strive to do differently—to do better—in every single aspect of our organization, and will ensure our coaches, administrators, players, parent, and everyone else associated with LAVA understands and follows our example.

Our goals are two-fold: first, for each and every one of our club programs to provide quality volleyball training and education to their players on the skills and techniques of volleyball, support and communication to their parents on raising junior athletes, talking productively with coaches, and the process of collegiate recruiting, and encouragement to their teams to ensure success on the court, all via one of the most structured, open, and informative training regimens in the region, if not the country; and second, to provide quality education and guidance to our coaches, players, and parents in the form of content-based publications, workshops, seminars, reviews, assessments, etc, with the express purpose of increasing understanding of how to do things the right way, as well as spirits of collaboration and communication.

Simply stated, we want to bring as much product to the table—to provide as much value for you as we can—while fostering an environment of honesty and integrity, passion and enthusiasm, with strong values and a familial feel.

Why LAVA?



The process of selecting a club to play for can be a difficult and strenuous task, placing great weight upon the shoulders of young athletes and their families. In particular, looking at a new club to play for can be tricky if there is little first-hand knowledge of or available information regarding the club in question. Many clubs look the same and offer the same basic services—but there are those club trying to go above and beyond the rest, trying to provide as much value and “bang for the buck” as possible. We submit to you that LAVA is one of those clubs.

Coaching Staff

LAVA prides itself on a top-tier coaching staff, featuring some of the best and brightest personalities in the region. We educate and train our coaches very well, on top of the education they have received over the years as players and coaches—and the result is one of the most caring, committed, compassionate, and technically sound coaching staffs in the SCVA region. Our group combines for over 300 years of coaching experience with an extraordinary number of accolades and awards. Among the ranks of those who guide or assist LAVA teams are: more than forty past or present high school varsity coaches with as many as ten state championships and twenty CIF titles between them; multiple collegiate volleyball scholarship players, including several All-Americans and NCAA National Champions; multiple Junior College State Champions; multiple AAA-rated or professional beach volleyball players; one high school “Coach of the Year” award-winner; seven coaches with international experience; and more than fifteen coaches with college coaching experience. We truly mean it when we say that our assembled coaching staff is one of the best in the region—if not the country beyond.

Our Culture

Few clubs will promote the notion of a club culture as readily and strongly as LAVA, which places great emphasis on fostering an environment that is competitive and determined, but also comfortable and familial for our players and parents. Our mantra of “*Volleyball Done Differently*” speaks directly to this point, as we strive to do differently and better on behalf of the many families in our program. Our culture is very much inclusive—our teams often travel together, often practice together in workshop sessions both scheduled and unscheduled, and in 2012 will often be seen rooting and cheering for each other at tournaments. At LAVA, we want our families to feel like they are a part of something bigger—which they are—while at the same time understanding that we care a great deal for every individual player and parent in our program.

Strong Values

Our organization is just as committed to fielding competitive teams, working hard to improve, and winning matches as any other club, but we also recognize the importance of a strong value system for junior athletes with a good degree of perspective. It is a simple and easy formula for us to create: Family first, School second, and Volleyball third. Our coaches understand their great responsibility as role models, tasked in some small way with teaching our athletes the value of being a good member of a family and a productive human being in our society—understanding the importance of being part of something bigger than who we are as individuals. Heavy words, yes, but true nonetheless. We also recognize the increasing burden being placed by schools upon student-athletes, and that the studies of an athlete are of significant importance, and must be accounted for. This is not to say that we permit manifold excuses for not coming to practice—rather, that we preach good time management and priority-setting, and allow a measure of consideration when it comes to an athlete’s studies. With that said, volleyball is our passion and our own particular priority, and we will work as hard as we can—and hope and teach our athletes to work as hard as they can—to improve our players and our teams, and to win.

Tournament Philosophy

One of the big issues seeming to resonate with players and parents is the notion of a club’s Tournament Philosophy. While each LAVA affiliate will structure its own tournament philosophy, LAVA as a whole—and particularly LAVA South—is committed to sending its top teams to the JO’s Open or National Divisions (a commitment which includes participation in specific JO Qualifier events for strategic as well as scheduling purposes) and have begun active discussions with the AAU tournament in Orlando as a viable option for those top teams who do not receive a JO’s bid—or even potentially in lieu of the National Division, depending upon age group. The Volleyball Festival in Phoenix will also play a significant role in our club’s seasonal plan, as the majority of our teams will attend the Festival. As stated above, however, our top teams will not. Our Tournament Philosophy, however, will never be our defining issue, as it seems to be elsewhere; working hard, improving self and team, striving to do differently, striving to do better, and bringing each and every ounce of passion we have to bear—these are the pillars of our organization, and will always remain as such.



Strong Values II

We also strive to set the bar high when it comes to standards of ethical behavior. While the coaches on the sidelines and in practices will use rhetoric both positive and constructive to help our athletes improve, our people mean what they say and say what they mean when communicating with parents, always striving to be honest and above-board above and beyond the call, whether it comes to discussing program costs, the nature of our teams, collegiate recruiting, goals for players and teams, or the lengthy off-season tryout and team formation process, which has become a melting pot for dark gray-area dealings. Again, the mantra of “Volleyball Done Differently” comes into play, as we seek to bring about, by our actions, positivity and integrity to the business end of volleyball.

Collegiate Recruiting

We are committed to making our college recruiting assistance program the best available. The launch of our recruiting program coincides with the tryouts and launch of our club programs in the fall of 2011, and will feature multiple Recruiting Coordinators, recruiting blueprints and game plans for coaches, players, and parents to follow, a manual with rules and regulations, an accessible database of college programs, personalized profiles, video capabilities, and many more ideas coming soon.

Administrative Excellence (aka the “How – Why – When” Factor)

We submit that our administrative staff is one of the best in the business, with long-tenured club volleyball people—many of them former parents—running the show behind the scenes. While it is important for parents and players to know that the volleyball product being groomed on the court is exemplary in and of itself, it is equally important for families to understand that the people on the administrative side of the coin are working as diligently, as hard, and as efficiently as possible on their behalf. Our LAVA staff is organized, our paperwork system is navigable, our team protocols are concise, our people are responsive (subscribing to “FBF”, or the notion of “Faster, Better, and more Frequently”), our financials are in order, and our quality control mechanisms are second to none. Not only do we know “how” to operate efficiently and effectively, however, we also know “why”; it is as important, if not more important, to know why something is being done and “when” it must be done so as it is to know how to do it, and our staff knows all three. We work well together and care for one another, and as has been said in so many other places, we strive to do differently in everything we do.

80% of Life is Showing Up

Our coaches and administrators invest in our athletes. We care about our athletes and want to see them succeed. In a world where it seems the old cliché “80% of life is just showing up” holds more truth than ever before, our coaches show up. We show up to practices and individuals, clinics and workshops, scrimmages and quads. We show up to high school matches and high school tournaments, just to watch our players play outside the LAVA gym, and to cheer them on. But above this, when we show up, we work hard—and this is the best and most importantly message we can send to our athletes.

The LAVA Network

Our organization’s network of coaches, players, parents, and volleyball personalities is extensive, and arguably unmatched. From high schools whose head and/or assistant coaches coach within the LAVA system to parents whose sons or daughters play on LAVA teams to companies whose products sponsor or adorn LAVA athletes and equipment to those people connected to volleyball but not actively associated with the juniors game—but who respect and appreciate, and understand what it is LAVA is working hard to accomplish—our network criss-crosses Southern California from Santa Barbara to San Diego, and even goes beyond to touch points across the width of the country. We value each and every one of our supporters, whether active or indirect, and strive to make them as proud to know us as we are to know them.

Success is in the Structure

The LAVA training regimen is modeled upon a structure that has proven successful in the club volleyball world. While each affiliate again has its own particular finer points with regard to training, the overall structure remains relatively similar with older practicing as many as three times per week, younger teams two times per week, extra position- and skill-specific training workshops, strength and conditioning programs, quad tournaments, and the availability of low-cost semi-private lessons, in addition to individual sessions given to players by the coaches of their own team. It is a structure that works, but more than that it is a structure providing tangible value for LAVA families in an economic climate where each dollar spent must reap recognizable reward.