



VIRGINIA DEVELOPMENT ACADEMY



For Immediate Release

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## Virginia Development Academy announces structural enhancements Adds Alli Trask and Alex Herrera to staff

**WOODBIDGE, VA** – Virginia Development Academy (VDA) announces several enhancements to its structure to meet the growth of the organization and needs of the membership.

**Matt Lacey** will transition from the role of Boys’ Academy Director to Technical Director with the focus of development and implementation our football model and coaching methodology. Lacey, who serves as Executive Director at Virginia Soccer Association (VSA), will oversee the Boys’ and Girls’ Directors to ensure the optimal development of our players, coaches and teams. He is a U.S. Soccer Grassroots Instructor and recently earned the U.S. Soccer Academy Directors License.

“Like with any organization it is important to constantly reflect and look at ways to be more effective,” said Lacey. “We have spent the last 6 months evaluating next steps for VDA to create a clear direction for the future.”

**Alex Herrera** joins VDA as the full-time Boys Director where he will be responsible for the day-to-day management of the program. Herrera, who recently earned a U.S. Soccer “B” License, previously served as a Director of Coaching at VSA where both his teams won US Club State Championships in 2019.

“I want to first thank the VDA leadership for believing in my ability and giving me the opportunity,” said Herrera. “I am very excited about the direction of VDA and potential of our program. It is my priority to make sure we maximize potential and provide our players everything they need to be successful.”

**Alli Trask** is the new VDA Administrator. She has been an integral part of VSA and her level of detail, professionalism, and communication will continue to improve and enhance the VDA experience for players and parents.

“I am very excited for the opportunity to join the VDA team,” said Trask. “VDA is a great organization that is continually working to create a better experience for both the players and the community.”

“VDA was formed to improve the everyday environment for our elite players as well as raise our standards within the parent clubs both on and off the field,” said Mike Cullina, PWSI/VDA Executive Director. “We are thrilled that our vision has moved forward in a way that allows us to promote Alex and Alli to be focused on the development of our players and communication with our members. Transitioning Matt to Technical Director is another huge step in bringing alignment within VDA, PWSI and VSA.”

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### About Virginia Development Academy

Virginia Development Academy is the summit of the elite player pathway for Prince William Soccer and Virginia Soccer Association. Formed in 2015, the collaborative partnership represents more than 8,000 players and participates in the U.S. Soccer Boys’ Development Academy and Girls’ Elite Clubs National League.

