

2010 Erie Storm Season Overview

I view our 2010 Erie Storm season as a success but one that fell short of the goals I had established for this team. We lived up to our promise to turn around the fortunes of the franchise by bringing top-level talent back to Erie, and an exciting high-level of play. Our 2010 squad set many team and league records and finished in the top of many league statistical categories. I was pleased that we were able to secure a playoff berth with our 8-6 record, however it was disappointing that we could have easily finished 10-4 with two last second defeats on the Road to the Reading Express and at Home to the undefeated Baltimore Mariners. We continued our solid play at home finishing with a 5-2 record in the Tullio, however a 3-4 record on the road needs to improve for 2011. Injuries, turnovers, and struggles on the road led to our 1-3 start, and I was very proud of how our team rallied to finish 7-3 down the stretch and make the playoffs. Turnovers and injuries in key situations led to our three regular season defeats to the Harrisburg Stampede which cost us an opportunity to host a first round playoff game. Our fans fell in love with our product once again as we finished among the league leaders in attendance. I am proud of the overall job our players, coaches, staff, and ownership did during the 2010 season. With that said our efforts were not good enough to reach our ultimate goal; therefore we must improve in all areas to reach our goals in 2011. I believe our players and coaches were tremendous ambassadors of Professional Indoor Football and the City of Erie, both on and off the field in 2010. We have brought winning football back to Erie, and I am excited about the direction we are headed and for what success the 2011 season will present for Erie Professional Football.

2011 Projected Goals

We will have several goals as we enter the 2011 season. Our primary goal will be to win our league championship. There are steps that must be taken to achieve this goal. We must understand that teams do not win championships by putting on a piece of paper that they plan to win a title. Every team in indoor football in February of each year feels that they will win the league title. We must do things to separate ourselves from the pack and prepare for success. We must learn from our past mistakes and continue to do the things we have done well and have made us successful over the past years. We are going to demand a greater sense of commitment from our team in 2011 as we strive towards these goals. We must improve our record on the road. There is a need to alter some of the things that we do in the way that we approach our travel itinerary for road games. A critical element of securing a league title is to host playoff games. We want playoff football to come through Erie in-front of the best fans in indoor football. Teams on the road do not fare well in the playoffs and unfortunately we have not done a good enough job over the past few years to secure home playoff games. This has led to us being eliminated from the playoffs each season. With that in mind our on-field goals for 2011 will be as follows.

- Win 2011 League Championship
- Secure Division Title and Regular Season Division Title
- Host Home Playoff Game – Road to the Playoffs must go through Erie
- Commitment to providing “the most exciting show on turf” each week
- Commitment to securing the best possible talent for our roster
- Commitment to being ambassadors of Erie Professional Football in the community

Offensive Positional Overview

Quarterback

2010 Personnel: Rod Rutherford , A.J. Roque

2010 Review: Our quarterbacks led the league in most categories during the 2010 season. We led the league in passing and total offense, and we passed for 60 TD's as a unit, however the most glaring number was [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] This has also contributed to our ineffectiveness in the redzone this season. [REDACTED] filled in admirably for Rutherford this season, including the 30 point comeback win at Fayetteville and the near upset of the Baltimore Mariners.

PASSING	GP	Effic	Cmp-Att-Int	Pct	Yds	TD	Lng	Avg/G
Rutherford, Rod	12	130.39	215-418-22	51.4	2567	48	45	213.9
Roque, A.J.	10	126.92	49-103-8	47.6	692	12	36	69.2
Total.....	14	126.97	264-525-30	50.3	3150	60	45	225.0

2011 Projection: [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Running Back

2010 Personnel: Bob Hammer, David Dinkins

2010 Review: Our running game ranked last in the entire AIFA in 2010. This was partly by design as we utilize an offensive lineman type player in that role. Bob Hammer did an excellent job in his duties as a pass protector in 2010. He was not a running threat, nor was he a threat to catch a pass out of the backfield. [REDACTED]

[REDACTED] QB position due to injury and it forced us to get creative in the redzone with “wildcat” packages featuring David Dinkins and Denayne Dixon.

RUSHING	GP	Att	Gain	Loss	Net	Avg	TD	Long	Avg/G
Rutherford, Rod	12	47	172	5	167	3.6	10	40	13.9
Hammer, Bob	10	16	18	1	17	1.1	1	5	1.7
Dinkins, David	9	12	23	7	16	1.3	4	5	1.8

2011 Projection: [REDACTED]
 [REDACTED]
 [REDACTED]
 [REDACTED]
 [REDACTED]
 [REDACTED]
 [REDACTED]
 [REDACTED]
 [REDACTED]
 [REDACTED]
 [REDACTED]

Offensive Line

2010 Personnel: Joe Blanks, Ron Idoko, Mike Fazio, Anthony Peluso

2010 Review: Our offensive line turned in a solid 2010 season. We finished 5th in the league in fewest sacks given up with only 15 sacks in 14 games despite throwing the football over 500 times during the season. We did not hide what we did and that can allow defensive lines to pin their ears back and rush, and our guys did a solid job of protecting the quarterback. We need to get better in key situations in the running game with getting a better push up-front in those situations.

SACKS AGAINST	G	Sacks	Yards
1. Baltimore Mariners..	14	8	34
2. Yakima Vly Warriors.	14	9	47
3. Wyoming Cavalry.....	14	15	110
4. San Jose Wolves.....	14	16	93
5. Erie Storm.....	14	20	140
6. Harrisburg Stampede.	14	21	111

2011 Projection

[REDACTED] The offensive line is the most important position for us on the offensive side of the football, and we need to ensure that we have some outstanding competition in Training Camp for these spots. Injuries and depth are always a concern on the offensive line, and nothing will impact a team's productivity faster than a substandard offensive line. In my opinion we had one of the top pass protection units in the league in 2010.

Wide Receivers

2010 Personnel: Denayne Dixon, Eugene Baker, Trumaine Riley, David Dinkins, Darmel Whitfield, Rich Cerro, David Reed, Kevin Norris, Tim Smith

2010 Review: Our receiving unit was one of the most productive in the league, however this was negated by the fact that we were forced to start 9 different players at WR over the course of the season due to injury and performance reasons. This attributed to a lack of chemistry between our qb and wr's over the course of the season and let to untimely turnovers during the season. 2010 saw the emergence of Trumaine Riley and Denayne Dixon as two to the leagues top receiving threats. Eugene Baker established himself as the premier receiver in the entire league with his near 1,000 yard season despite playing in only 10 games.

RECEIVING	GP	No.	Yds	Avg	TD	Long	Avg/G
Baker, Eugene	10	74	972	13.1	18	36	97.2
Dixon, Denayne	9	55	703	12.8	15	36	78.1
Riley, Trumaine	10	39	526	13.5	7	32	52.6
Dinkins, David	9	35	390	11.1	5	31	43.3
Whitfield, Darmel	6	25	319	12.8	10	45	53.2
Smith, Tim	4	23	213	9.3	2	23	53.2
Cerro, Rich	5	9	102	11.3	3	23	20.4
Norris, Kevin	1	3	33	11.0	0	22	33.0
Total.....	14	264	3259	12.3	60	45	232.8

2011 Projection: [REDACTED]
 [REDACTED]
 [REDACTED]. We have a solid core to build upon and add some of the best talent available. We will be able to sign some top level receivers from other leagues who will want to play in our pass heavy offensive system.

Defensive Positional Overview

Nose Guard

2010 Personnel: Phil Tillman, Chris Murphy, Bob Hammer

2010 Review: Phil Tillman was one of the top nose guards in the AIFA during the 2010 season. He finished the season as our 11th leading tackler but was known for disrupting the oppositions pass protection and run game in a manner that does not show up on the stat sheet. Phil came into camp this year in tremendous shape and it paid off for him on the field. If he can continue to improve his conditioning he will remain a productive force in this league. Bob Hammer and Chris Murphy both saw time at the nose position this season and did an average job filling in for Tillman when he was fatigued or injured.

DEFENSIVE LEADERS SaF	-----Tackles-----			-Sacks-		---Pass Def---			-Fumbles-		Blkd	
	GP	Solo	Ast	Total	TFL/Yds	No-Yds	Int-Yds	BrUp	QBH	Rcv-Yds	FF	Kick

91 Tillman, Phil	13	8	5	10.5	5.0-22	3.5-12	.	1	.	1-0	2	.

2011 Projection: [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

Defensive End

2010 Personnel: Ellery Moore, Troy Blackwell, Chris Murphy, JoValle McKenzie, Bernard Faithful, Michael Harden

2010 Review: Our defensive ends played above average as a unit in 2010. We started the season with a non-existent pass rush and that contributed to our slow start to the year. With the influx of Ellery Moore and JoValle McKenzie late in the season allowed us to have one of the top pass rush units in the league. Troy Blackwell was having an All-Pro season before an injury sidelined him halfway through the 2010 campaign. Blackwell was a major disruptive presence for opposing quarterbacks and brought a tenacious attitude to our defensive line.

DEFENSIVE LEADERS	GP	Solo	Ast	Total	TFL/Yds	No-Yds	Int-Yds	BrUp	QBH	Rcv-Yds	FF	Kick	Saf
51 Moore, Ellery	9	16	8	20.0	9.0-35	8.0-32	.	1	.	3-0	2	1	
5 Blackwell, Troy	7	14	2	15.0	8.0-38	7.0-34	.	5	.	.	2	2	
13 Faithful, Berna	2	7	3	8.5	4.0-16	3.0-14	
88 Murphy, Chris	6	4	3	5.5	1.5-2	0.5-0	.	1	.	1-0	.	1	

2011 Projection: We are going to actively recruit a premier “speed rush” defensive end. This was an element that was missing from our defense in 2010, and is critical to get an effective pass rush.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Mac Linebacker

2010 Personnel: Roosevelt Benjamin, Tommie Weatherspoon

2010 Review: Roosevelt Benjamin and Tommie Weatherspoon split time at that position. Roosevelt Benjamin continued his play as one of the top Mac Linebackers in Indoor Football.

[REDACTED]

DEFENSIVE LEADERS	GP	Solo	Ast	Total	TFL/Yds	No-Yds	Int-Yds	BrUp	QBH	Rcv-Yds	FF	Kick	Saf
2 Benjamin, Roose		7	20	11	25.5	2.0-10	2.5-9	1-1	2	.	.	2	.
40 Weatherspoon, T		6	12	3	13.5	1.0-3	0.5-2	1-10

2011 Projection: [REDACTED]

Jack Linebacker

2010 Personnel: Glenroy Watkins

2010 Review: [REDACTED]

DEFENSIVE LEADERS	GP	Solo	Ast	Total	TFL/Yds	No-Yds	Int-Yds	BrUp	QBH	Rcv-Yds	FF	Kick	Saf
7 Watkins, Glenro		12	24	22	35.0	9.0-30	3.0-20	1-6	4	.	3-23	.	.

2011 Projection: [REDACTED]

Defensive Backs

2010 Personnel: Sam Reynolds, Chris Blackshear, Trent Jones, Corey Oaks, Ryan Staton, Akeem Green, Danny Thomas

2010 Review: Our defensive back play was above average in 2010. We lacked consistency and due to injury were forced to play with several different line-up combinations in the defensive backfield. Our top three defensive backs in 2010 were Trent Jones, Sam Reynolds, and Chris Blackshear. [REDACTED] We lacked some athleticism and that forced us to be creative in our coverages and do a lot with [REDACTED]

DEFENSIVE LEADERS	GP	Solo	Ast	Total	TFL/Yds	No-Yds	Int-Yds	BrUp	QBH	Rcv-Yds	FF	Kick	Saf
21 Jones, Trent	13	58	10	63.0	2.0-4	.	6-67	9	.	1-27	.	.	.
1 Blackshear, Chr	12	33	5	35.5	1.0-2	.	9-137	8
31 Reynolds, Sam	12	27	4	29.0	2.0-2	.	6-72	11
14 Oaks, Corey	6	15	3	16.5	.	.	3-34	4
24 Staton, Ryan	3	6	3	7.5	0.5-0	.	.	3
9 Green, Akeem	2	3	.	3.0	.	.	.	2

2011 Projection: [REDACTED] We need more speed and coverage skills in the secondary this season. In 2010 we relied on our veteran knowledge of the game and physicality; however this exposed us when we did not have the athleticism to cover fast, talented receivers [REDACTED]

Placekicker

2010 Personnel: Matt Denny, Nick Terracina, Shon Rowser

2010 Review: We had one of the best kickers in the game signed and practicing with us in training camp Matt Denny, unfortunately the Cleveland Gladiators signed him to be their kicker prior to our first game of the season. Nick Terracina was immediately signed and had an overall decent season. [REDACTED] led to his replacement with Shon Rowser for the last several games of the season and the playoffs. Our kicking game was accurate on field goals, average on PAT, and below average on kickoff's and unos. These are all areas which will need improvement for next season.

KICKOFFS	No.	Yds	Avg	TB	OB	Retn	Net	YdLn
Terracin, Nicha	81	3776	46.6	13	47			
Rowser, Shon	27	1300	48.1	15	9			
Total.....	108	5076	47.0	28	56	531	36.9	13

FIELD GOALS	FGM-FGA	Pct	01-19	20-29	30-39	40-49	50-99	Lg	Blk
Terracin, Nicha	7-14	50.0	0-0	3-4	3-6	1-2	0-2	47	1
Rowser, Shon	5-9	55.6	0-0	1-1	1-2	3-3	0-3	47	0

FIELD GOALS	G	Made	Att	Pct
1. Erie Storm.....	14	12	23	.522
2. Baltimore Mariners..	14	17	38	.447
3. Harrisburg Stampede.	14	14	32	.438
4. Reading Express.....	14	17	40	.425

PAT KICKING	G	Made	Att	Pct
1. Arctic Predators....	14	3	3	1.000
Wyoming Cavalry....	14	1	1	1.000
3. Baltimore Mariners..	14	101	107	.944
4. San Jose Wolves....	14	68	77	.883
5. Harrisburg Stampede.	14	76	90	.844
6. Reading Express.....	14	61	74	.824
7. Fayetteville Guard..	14	43	56	.768
8. Erie Storm.....	14	60	80	.750

2011 Projection [REDACTED]

[REDACTED]

[REDACTED]

Special Teams Overall

2011 Projection: Our special teams units will need to improve in 2011. We need to have a place-kicker who can routinely make uno's on kickoffs, and our kick coverage units need to improve over last season. We will dedicated more practice time in 2011 to making our special teams units a weapon next season. Special teams cost us at critical times during the 2010 season. We must eliminate those mistakes if we want to be a championship caliber unit in 2011.

Football Operations Overview

Equipment

There were no major issues with our equipment in 2010. We should be established for 2011 with most of what we currently have. Herman Brown did an excellent job as our equipment manager and he would be a benefit to us in 2011. There needs to be a better accountability for the inventory and care and collection of the equipment next season. [REDACTED]

[REDACTED] We need to understand that equipment, specifically Helmets and Footballs are the most common items that disappear each season. We need to make sure that we have enough footballs for practice at all times. [REDACTED]

Discipline/Off-Field Considerations

We will utilize the same Player Code of Conduct that we have followed over the past several seasons. Our players understand that we have a zero tolerance policy. If players are arrested or violate our code of conduct they are released. We were essentially incident free for the 2010 season. Players who violated our code of conduct were let go, or in the instances of players running up charges at the hotel they were forced to pay the bill out of their game check.

[REDACTED]

Commitment

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] I do like our players to have jobs because I feel it can be very difficult for them to live on 200 dollars a week salary, and it is my contention that players who are working are less apt to get into trouble as an individual who sits around the hotel all day with nothing to do. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Player Housing / Meal Plan / Employment

The team housing situation in 2010 was outstanding at the Days Inn of Meadville. We were essentially incident free at the hotel in terms of player discipline, and I believe the hotel enjoyed our players staying there. We need to be able to house at least 20 players for 2011 with a target of 25 players. [REDACTED]

[REDACTED] When our players are housed they are essentially full time employees of the organization and are available for any appearances, school visits, as needed. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] The Team Meal Plan was solid for 2010 and if it can remain at that same level for 2011 we will be in good shape. We should plan to provide at least 2 meals per day for all housed players. It would be beneficial if we could provide some sort of assistance in players obtaining employment in the area while they are here playing. This can be essential to maintaining and securing top level talent.

Practice Facility/Practice Format/ Training Camp

The practice facility at Edinboro University was outstanding and they treated us in a first class manner. We will run our practice times similar to last season with the late night start times. We will continue to run our practices in the same pro-style up-tempo with the dress being either uppers or helmets only. Since the surface in the Edinboro bubble is not turf we need to be very careful of injuries and not taking any of our contact to the ground. Our training camp format will be [REDACTED]

[REDACTED] We will have a player orientation at the team hotel on the first day of training camp, much the same as we did in 2010. The use of the Edinboro Field House to watch Video Each week was an invaluable service and we need to ensure that we can continue that for 2011. If for some reason the Edinboro Bubble is not available to us this year we need to explore the use of Family First Sports Park in Erie.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Player Recruitment

We will continue to recruit the best talent available. We will again have players on the team with NFL, CFL, AFL, Indoor Experience. We will attract young Division I and Division II Talent and teach and develop them in the indoor game much the way we did with WR Denayne Dixon and LB Tommie Weatherspoon this season. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] I will identify the players from 2010 that I wish to resign and offer them contracts while identifying and offering contracts to the best available players. I would like to have as many local players as possible on the roster, however we will continue to recruit across the country in an attempt to build a championship level squad. Players will begin to sign in October 2010 with the most activity occurring between December and January. Players at this level have a tendency to wait until the last minute for that "call-up" or better opportunity. Our training camp roster will be finalized in February 2011. My Training Camp Roster Projected Breakdown will be as follows.

Projected Training Camp Roster

The table is completely redacted with black boxes, obscuring all names and details.

Open Tryouts

We will continue to utilize the same format for our open tryouts. We would like to schedule 3 open workouts for the 2011 season. We should explore the use of the Edinboro Bubble, Family First Sports Park, and a location in the Pittsburgh, PA area. Other possible locations would be Buffalo, NY and Cleveland, OH. I will attend other private run combines and Arena Football League Tryouts in search of the “Diamond in the Rough”. [REDACTED] [REDACTED] they are invaluable for team promotion and the ability to give the local “hometown heroes” an opportunity to play professional football. There have been some tremendous surprises at the workouts over the past several seasons. We need to do a better job of promoting and getting the word out in advance of these workouts. I would tentatively like to schedule Open Tryouts for the following months: Late September, November, and Late January. With the current open tryout market that exists I would suggest charging no more than \$50.00 per person for these workouts. These can be great events to get the media to attend and get a buzz going for the upcoming season.

2011 Travel Considerations

A key element of our success in 2011 will be an improvement in our performance on the road. That begins with our travel and itinerary for each game. [REDACTED]

[REDACTED] We will follow the same itinerary that we have used for road games in the past with the difference being we will leave earlier. This will allow us to have more time to relax and acclimate ourselves to the surroundings. I know this can be a financial issue but we need to stay overnight as much as possible. We perform better when we get a night's sleep in the opponent's hometown and wake up refreshed to play. Our players will be expected to abide by the code of conduct regarding curfew while on the road. [REDACTED]

[REDACTED] The bus will leave at the specified times. A new item will be put into the code of conduct which will be a \$25 dollar fine for being late for the bus. Players will get a 10 minute grace period after that point in time they will be fined and it will be deducted from that game check. If we are going to leave earlier we need to ensure that the bus is departing on time [REDACTED]

Bus Company- [REDACTED]

Athletic Trainer- St. Vincent Medical Center did an outstanding job providing our Athletic Training Services. I have never seen a more efficient group working at our home games. It was an issue however when we were on the road and had to rely on the other teams trainers.