

MEDIA GUIDE

LAVA 2022



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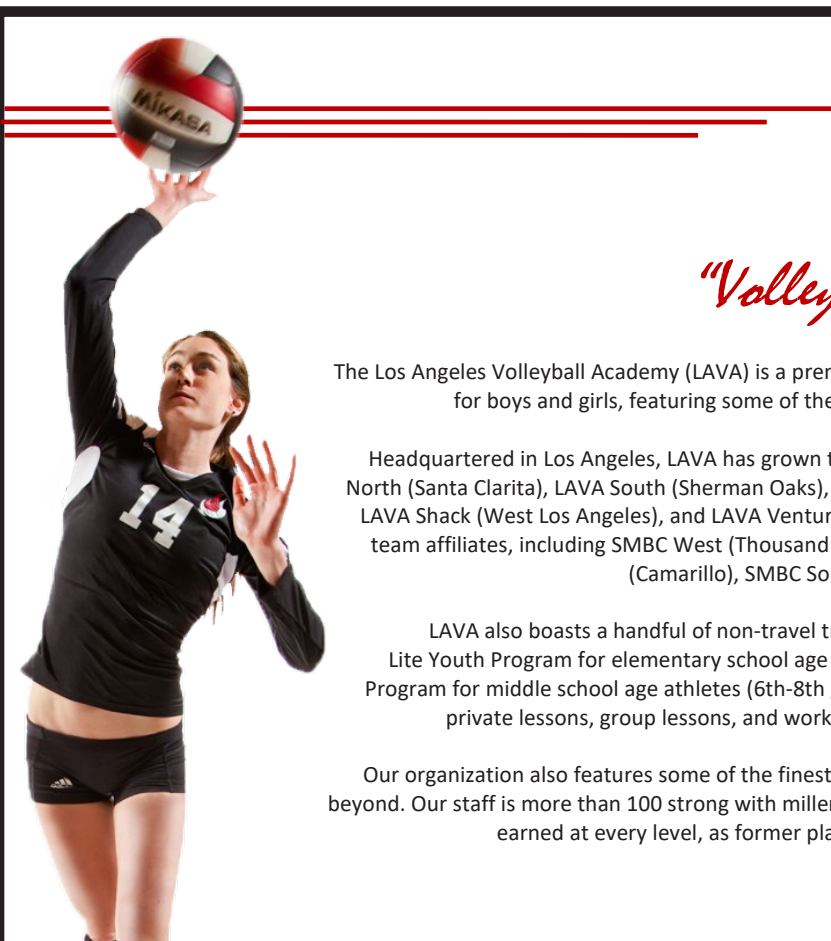
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VOLLEYBALL SIGNAL CHART

1  Illegal Alignment/ Improper Server/ Inaccurate Lineup	2  Line Violation	3  Illegal Hit	4  Delay of Service	5  Over-the-Net
6  Net Fault or Net Serve	7  Legal Back Row Attack	8  Illegal Attack	9  Illegal Block/Screening	10  Ball Touched
11  Four Hits	12  Double Hit	13  Ball Lands Inbounds	14  Out-of-Bounds/ Antenna Violation	15  Begin Serve
16  Authorization to Enter	17  Point	18  Replay/Re-serve	19  Substitution	20  Illegal Substitution
21a  Team Time-Out	21b  Officials Time-Out	22  Unnecessary Delay	23  End-of-Set	24  Change of Courts



"Volleyball Done Differently"

The Los Angeles Volleyball Academy (LAVA) is a premier youth and juniors club volleyball organization for boys and girls, featuring some of the best and brightest volleyball minds in the region.

Headquartered in Los Angeles, LAVA has grown to include six full travel girls team affiliates – LAVA North (Santa Clarita), LAVA South (Sherman Oaks), LAVA East (Corona), LAVA West (Thousand Oaks), LAVA Shack (West Los Angeles), and LAVA Ventura (Camarillo) – not to mention five full travel boys team affiliates, including SMBC West (Thousand Oaks), SMBC North (Santa Clarita), SMBC Ventura (Camarillo), SMBC South (Encino), and SMBC Shack (West Los Angeles).

LAVA also boasts a handful of non-travel training program options, including the year-round Lite Youth Program for elementary school age athletes (3rd-5th graders), the year-round Juniors Program for middle school age athletes (6th-8th graders), and an expansive array of camps, clinics, private lessons, group lessons, and workshops in summer and fall (for athletes of all ages).

Our organization also features some of the finest coaches you will find in Southern California – and beyond. Our staff is more than 100 strong with millennia of collective coaching experience and awards earned at every level, as former players and as coaches, from the Olympics on down.

Welcome to the Los Angeles Volleyball Academy!

LOS ANGELES VOLLEYBALL ACADEMY



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The **LAVA LEADERSHIP**

The Los Angeles Volleyball Academy, founded in 2010, is an affiliation of boys and girls youth and juniors club volleyball organizations in Southern California, featuring some of the best and brightest volleyball minds in the region. While LAVA is the fruit of many respected personalities, there are a handful of individuals whose vision most significantly shapes the organization. The Leadership Team of LAVA brings unique backgrounds and valuable experience to the table, but foremost a passion for volleyball and a driving desire to do good and right by all the athletes, coaches, parents, and families in their care.

Nabil Mardini – Director of Operations, Co-Founder

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 for seventeen years ('01-'17), Nabil won back-to-back-to-back California State Championships ('10-'12), with an additional three State Runner Ups ('06, '15, '16), not to mention the added bonus of Nabil earning a pair of AVCA National Two-Year College Coach of the Year ('10, '12). As the long-time director for both SMBC Boys ('01-'10) and Girls ('00-'10), 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 from UCLA. Nabil handles much of the day-to-day operations of LAVA, including content for coaches, correspondence with players and parents, and scheduling, in addition to myriad other duties as Club Director for LAVA Girls.

Trevor Julian – Director of Development, Co-Founder

Trevor Julian is one of the most recognizable and respected coaches in Southern California with an array of successes recently and over his club coaching career. A long-time, immensely successful junior girls club volleyball coach — his teams over the years have consistently competed in Division One/Two of the SCVA and finished Top Five multiple times at various national travel tournaments, including won a handful of medals in national competitions — he has one of the most impeccable reputations 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, captain and member of USA Youth and Junior National Teams — he transitioned degrees in Creative Writing and Business Administration into a career in commercial real estate; his fifteen years 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. Trevor is responsible for the creation of much of the literature regarding the philosophies of LAVA, all of which speaks directly to his own personal character-based system of beliefs. Trevor himself is well-known within the volleyball community for having an excellent reputation and striving hard to ensure those working and coaching for LAVA endeavor to do differently and better in their every single act and action. Trevor runs much of LAVA as global Director of Development and as the Director of LAVA West, the largest LAVA girls program affiliate. He also head coaches two top teams each season.

Sheldon Sheehy – South Division Director/Boys Co-Director

Sheldon Sheehy is an excellent LAVA success story, having been with the organization since its inception, first as a non-travel coach and program director, now as a full-fledged member of the LAVA leadership team. As a coach, Sheldon has significant experience at the high school, club, and college levels: he logged successful stints with both the Pierce College Women's Volleyball Team and the Cal State Northridge Women's Volleyball Team; he has won multiple medals in club competition as a coach of highly competitive Adidas-level teams, including Gold 18's and Silver 17's medals at Junior Nationals in recent years; and he is the current Head Varsity Girls Coach at Viewpoint High School. Sheldon brings this extensive, impressive background with him to his leadership role with LAVA, which has him overseeing much of the back-end financial administrative systems, in addition to front-end directorial duties.



*Ashley Guthrie, Setter
Northern Colorado
Class of 2012*

WHAT IS THE LAVA WAY?

aka The Positive Environment and Winning Culture at LAVA



LAVA Girls has earned more than two dozen medals in national competition since our inception in 2011, including eight won at the USA Volleyball Junior National Championships, four at the Volleyball Festival National Championships, and a host of gold, silver, and bronze medals at other prestigious national tournament events held throughout the year.

LAVA = PASSIONATE PEOPLE

At LAVA, we are successful because we combine the best of all possible worlds: while each location has the stability, backing, and access to the significant resources of the larger LAVA organization, each affiliate is a place where coaches and players know each other well and support each other well, and the result feels like a big family and a place players and parents alike can call home. We have coaches who are committed to teaching and guiding young people as much as they are committed to training and developing athletes. We have a history of success that breeds competitors with the determination and drive to succeed again and again and again. Finally, and most importantly, we have passionate people who care deeply about what they do. It is a group of incredible, wonderful people.

LAVA = AMAZING RESOURCES

As part of the larger entity known as the Los Angeles Volleyball Academy—one of the largest club volleyball organizations west of the Rockies—LAVA affiliates reap the benefit of significant volleyball-based resources, such as: organizational stability, as befits a large club that has been around a long time; top-tier administrative support, with the best communication system in the business; extensive travel resources, including a full-time travel coordinator; aggressive need-based financial aid; an excellent internet presence; and a hands-on volleyball recruiting coordinator to assist with college recruiting.

LAVA = EXCELLENT TRAINING & COMPETITION

It is one thing to say you are a *premier volleyball club*—many clubs make that claim. It is another thing entirely to prove it time and again, and put together a history of success laid out over a series of years in which the overarching theme is sustained excellence against the field of your local competitors. LAVA has put together this history as evidenced by multiple years of top finishes, bids earned to Nationals, and medals won in national competition. Our top teams have outperformed the area by wide margin—see our Performance Analysis for a more in depth description of our success and see our Training Philosophy of LAVA for a deeper discussion on how we train our athletes to prepare for such success.

LAVA = A POSITIVE, WINNING CULTURE

Winning is, at its purest and most exemplary form, the sought-after by-product of a successful club culture. Any club can try to put together a one-off team that finds success in a given year, but to have sustained and significant success across multiple age levels over multiple years there must be a club culture that values competition and winning—but winning as result of hard work, top training, commitment, and team chemistry—that is bolstered by an overall club environment that proves itself dedicated to its people. Our athletes return to us year after year because they get top training and an awesome experience, and because they realize that while we talk a great deal about the medals we have won and the bids we have earned, and the successes of our Adidas-level teams, at our fundamental core we have a driving desire to see all of our athletes succeed in their own personal ways, regardless the team or level. We strive to help all of our athletes achieve their goals and stoke their passion for volleyball.

**WHO CARE ABOUT
KIDS AND FAMILIES**

**HAVE A COMMITMENT
TO EXCELLENCE**

**AND A DRIVING
DESIRE TO SUCCEED**

**AND ARE DEEPLY
DEDICATED TO THE
LAVA EAST WAY**

"At LAVA, we value our players and coaches and families above all else, and strive to create for them the positive, winning culture that has carried us to significant heights over the years." -- Trevor Julian, Principal of LAVA



THE LAVA TRAINING PHILOSOPHY

aka How We Train Our Athletes to Perform in Volleyball and in Life



"We are training to perform not to drill. All of the science tells us that we do the most learning when practice looks like an actual game – which is really random and not just super controlled. That governs just about everything we do in the gym. We want to make every second in our gym count as much as possible to make the most transfer that we can get."

-- Karch Kiraly, USA Women's National Team Head Coach

LAVA = TRAINING TO PERFORM

How do athletes learn, practice, and prepare to perform their best against the best competition? It is a question that sparks intense debate amongst coaches across the wide spectrum of athletics.

It is understood that quality repetition is vital and that the development of muscle memory and mastery of fundamental technique is essential, but volleyball is a chaotic sport with a ball that deflects randomly, moves and caroms off limbs and hands, and follows no rules save for those of gravity and motion force.

At LAVA, we do not believe that players get better via heavy emphasis on controlled drills where the ball is tossed directly to a player, where a coach hits off a box to defenders or passers, or any situation where players act robotic and look good in synchronization. Quality repetition of this sort can be doled out in small doses, but not as an overarching philosophy. Technique is important, but the only way to learn the game best is by playing the game—that is to say, practicing the WHOLE and not the PART.

When faced with the realities of the game (and the ball is not directed at the player from a coach hitting with a controlled swing), athletes trained primarily 'in part' struggle to perform, and have two choices: look good technically and miss the ball; or read the play and contact the ball outside the preferred technique. We want our players at LAVA to get better at the one skill that separates good athletes from great athletes: reading the play. This skill is simply not learned in a controlled drill.

WHOLE TRAINING VS PART TRAINING

CONTROL THE CHAOS: READ THE PLAY



"I was once sitting with a parent on the sidelines at a tournament. We were watching warm-ups, and the parent commented on one of the teams: the team was organized, running through a synchronized and systematic routine, all performed at the same controlled pace—almost like a choreographed dance that was very well executed. Then the match started and I watched that same team struggle to perform in a match against an inferior opponent; the match was chaotic, lots of roll shots, tips, and block deflections, and the so-called disciplined team made many errors in broken play situations, and lost the match in two games. It was a perfect example of a PARTLY trained team struggling to succeed in a sport that requires WHOLE performance."

-- Nabil Mardini, Co-Founder of LAVA

LAVA = LEARNING VALUES & THE VALUE OF ALWAYS LEARNING

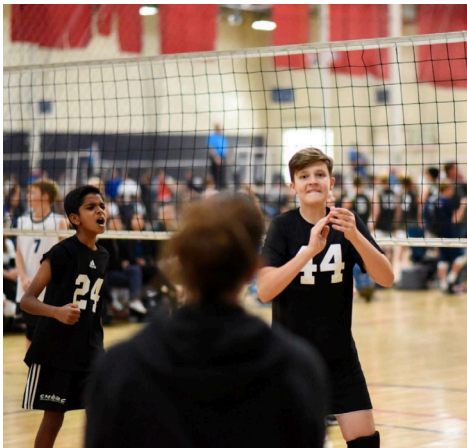
At LAVA, we are dedicated to teaching our athletes the physical, mental, emotional, and strategic aspects of the sport so they may reach their highest potential as a junior volleyball player, but we are equally dedicated to teaching fundamental values that crossover from sports into the realm of life itself: teamwork, self-discipline, goal-setting, personal responsibility, setting high standards, and the excitement of individual and team achievement.

It's about more than volleyball, it's about the pursuit of greatness and excellence, the value of a desire and hunger to grow and evolve. A core belief of our training at LAVA is to learn, learn, and continue to learn on a daily basis.

TRAIN TO PERFORM: TRAIN THE WHOLE GAME

"If players are going to learn, they need to have the confidence to make decisions on their own. That will never happen if they are constantly searching for direction from me. I wanted them to disconnect themselves from me, so they can connect with their teammates – and the game." -- Phil Jackson, 11-time NBA Champion Head Coach







LAVA EAST 12 WHITE



LAVA EAST 14 BLACK



LAVA EAST 14 WHITE



LAVA EAST 15 BLACK



LAVA EAST 17 BLACK



LAVA NORTH 12 ADIDAS



LAVA NORTH 12 RED



LAVA NORTH 13 ADIDAS



LAVA NORTH 14 ADIDAS



LAVA NORTH 14 BLACK



LAVA NORTH 14 RED



LAVA NORTH 15 ADIDAS



LAVA NORTH 15 BLACK



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LAVA NORTH 16 ADIDAS



LAVA NORTH 16 BLACK



LAVA NORTH 16 RED



LAVA NORTH 16 WHITE



LAVA NORTH 17 ADIDAS



LAVA NORTH 17 BLACK



LAVA NORTH 17 BLACK M



LAVA SHACK 12 BLACK



LAVA SHACK 12 RED



LAVA SHACK 14 RED



LAVA SHACK 15 RED



LAVA SHACK 16 RED



SMBC SHACK 14



LAVA SOUTH 12 ADIDAS



LAVA SOUTH 12 RED



LAVA SOUTH 12 RED 2



LAVA SOUTH 13 ADIDAS



LAVA SOUTH 14 ADIDAS



LAVA VC 12 BLACK



LAVA VC 13 BLUE



LAVA VC 15 BLACK



LAVA VC 15 BLUE



LAVA VC 16 BLUE



LAVA VC 17 ADIDAS



LAVA VC 17 BLUE



LAVA WEST 11 FLAME



LAVA WEST 12 BLACK



LAVA WEST 11 ADIDAS



LAVA WEST 12 ADIDAS



LAVA WEST 13 PREMIER



LAVA WEST 13 RED



LAVA WEST 14 ADIDAS



LAVA WEST 14 BLACK



LAVA WEST 14 RED



LAVA WEST 15 ADIDAS



LAVA WEST 15 BLACK



LAVA WEST 16 ADIDAS



LAVA WEST 16 BLACK



LAVA WEST 16 RED



LAVA WEST 17 ADIDAS



LAVA WEST 17 TODD



LAVA WEST 18 ADIDAS



SMBC WEST 13 BLACK



SMBC WEST 14 BLACK



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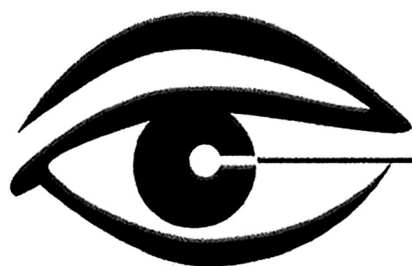
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