

Red Bull New York Clips: May 28, 2008

1. Red Bulls rookie making his footsteps now (Franke Giase – Star-Ledger)
<http://www.nj.com/redbulls/ledger/index.ssf?/base/sports-0/1211862954318400.xml&coll=1>
2. Soccer's Sounders get a Microsoft Kick (Matthew Futterman – Wall Street Journal)
<http://online.wsj.com/article/SB121194248966725139.html?mod=sports>
3. The chip off Fire's shoulder hits Osorio in the midsection (Orrin Schwarz – Chicago Daily Herald)
<http://www.dailyherald.com/story/?id=198137>
4. For some players, fans are too close for comfort (Pete – Grathoff – Kansas City Star)
<http://www.kansascity.com/sports/wizards/story/637968.html>
5. Donovan set for 100th national team appearance when U.S. takes on England at Wembley (Michelle Kaufman – Ogden Standard Examiner)
<http://www.standard.net/live/sports/soccer/133966/>

1. Red Bulls rookie making his own footsteps now

By: Frank Giase
Star-Ledger
May 27, 2008

With his father's blessing, Danleigh Borman has traveled halfway around the world to create a career of his own, away from the critical eyes of a nation that expects nothing but greatness from him.

Following in your father's footsteps can be tough enough, but when your father is a legendary figure, even the other side of the globe may not seem so far away.

In Cape Town, South Africa, Dot Borman was a great scorer known for his post-goal celebrations as he dominated the top soccer league in that country for nearly two decades. For Danleigh, a rookie midfielder with the Red Bulls, that was a lot to contend with, especially because his cousin Randall was also a star player.

"Playing back home, there was pressure on me because people always compared me to my father and my cousin," Borman said. "They would say, 'You're not like your daddy.' It's nice to be away from that over here and just prove myself and make my own name."

So far, he has.

Borman, selected in the first round of the Major League Soccer Supplemental Draft in January, has played in all eight games this season, starting four. His breakthrough moment came against the Los Angeles Galaxy in Carson, Calif., on May 10, when he scored his first professional goal off a rebound in a 2-1 victory.

A week later, with the Red Bulls down a man and a goal, Borman scored with nine minutes to play in a 1-1 tie with the Kansas City Wizards at Giants Stadium.

After each goal, Borman paid tribute to his father by running to the side of the field and performing a cartwheel and a back roll, a move not as complex as his father's famed back flip, but, Danleigh says, he's working on it.

And he's being judged. His parents bought the MLS television package in South Africa and watch every game.

"Everyone is behind me back home," he said. "It was good that they could watch it since they can't be here."

"He has been doing very well for us. I'm very pleased with him," Red Bulls coach Juan Carlos Osorio said. "There wasn't a question of if he could score goals; the question was when. I always thought he has the ability to score goals. They have come at a very good time for us."

Timing, it seems, is something Borman, 23, has been blessed with since he arrived in the United States four years ago. While playing for an academy team in South Africa, he caught the eye of the University of Rhode Island coach, who was there to scout another player.

A few months later Borman found himself in Kingston, R.I., on scholarship.

"My father said, 'Go, enjoy it. It's a new life experience. Work hard and good things will come,'" Borman said. "A lot of fathers expect their children to do the same as them, but he let me make my own decisions. If I wanted to play, I would. It was my choice."

And a life-changing one.

"I didn't know about college, that there was such organized soccer (at that level) in the United States," Borman said. "My first few months, once soccer ended, I got really homesick. I wasn't doing anything but schoolwork, but I went home that December and felt better."

"The level of education was harder than back home. It was hard to come all the way here and balance school and soccer."

The only other thing that took him by surprise was the weather.

"When I got there, it was really hot," he said. "But, oh my goodness, once the cold days came, I was freezing. It's terrible. It's unbelievable. I never played in weather like that before."

Borman enjoyed a productive career at Rhode Island. In four years he played in 83 games, collected seven goals and 16 assists, and earned second-team All-Atlantic 10 honors.

But that was not good enough to earn an invitation to the MLS Combine.

"I asked my college coach to find some trials with clubs and I'd take it from there," Borman said. "I wanted to give it a shot over here, maybe in the A-League."

Looking for exposure, Borman paid his way to attend the InfoSport Combine. Again, the timing was right. Osorio was there.

"You go around watching different games and I saw him," said Osorio, who was looking for a left-sided midfielder. "The next day I looked for him again and I watched him, and I liked him and I made him one of my targets. Right away I liked his pace and his crossing ability."

But Supplemental Draft picks, even first-rounders, usually fill out reserve squads and are long shots to make the big club.

"I expected it to be really tough, the highest level of soccer, but I didn't expect to be playing right now," Borman said. "I thought that maybe I'd just try to make the team at first, then hopefully push for the 18-man roster, but I'm pushing for a starting spot now."

And who knows where that will lead? The 2010 World Cup will be played in South Africa, the first such tournament on African soil, and suddenly there is a new dream to reach for.

"Everybody's excited," Borman said. "It will be history back home."

South Africa changed coaches last month. Carlos Alberto Parreira, the former MetroStars coach who won a World Cup as coach of Brazil in 1994, stepped down to be with his ill wife, and he was replaced by another Brazilian, Joel Santana.

Santana has two years to rebuild the team and is looking for young talent. It may be only a matter of time before he looks a half a world away, where the son of a legend is already making a name for himself.

2. Soccer's Sounders get a Microsoft kick

By: Matthew Futterman

Wall Street Journal

May 28, 2008

Ten months before their first game, the Seattle Sounders of Major League Soccer have signed only one player and still don't have a coach. But they have landed a major sponsor -- Microsoft, which will emblazon the front of the team's uniforms.

While splashing the names of corporate sponsors on sports jerseys is nothing new in Europe and other soccer-heavy markets, it's still extremely rare in U.S. team sports. Beyond soccer, the only other major U.S. sport where it happens are tennis, golf and auto racing. The others consider it *déclassé*. Yet uniforms are arguably the choicest real estate for sports marketers.

On Wednesday, Microsoft and the Sounders plan to announce a deal that will place the words "Xbox 360 LIVE" on the front of the Sounders' uniforms when they open next March at Qwest Field. Under the terms of the deal, Microsoft will pay the Sounders roughly \$4 million a season for five years, according to people familiar with the arrangement.

It's the latest coup for the team's owners, who include former Walt Disney Chairman Joe Roth, Microsoft co-founder Paul Allen, actor Drew Carey and Seattle businessman Adrian Hanauer. The expansion Sounders have already received deposits for 16,000 season tickets.

But the sponsorship deal with Microsoft is perhaps the biggest milestone, since the company has done little within the sports marketing arena previously other than a minor pro volleyball sponsorship and a few small ventures in foreign countries.

"Getting in on the ground floor with a new franchise and a relatively new league is a great opportunity for us," says Robbie Bach, president of Microsoft's entertainment and devices division.

While it would be considered sacrilegious to scrawl a corporate logo across the New York Yankees pinstripes or a Detroit Red Wings sweater, soccer fans throughout the world long ago began to view a team's ability to sell the front of their uniforms as a sign of strength. Manchester United, the Yankees of soccer, reportedly collects \$26 million from insurer American International Group. While MLS at first resisted selling uniform sponsorships, it has seen a rush of deals valued at between \$1 million and \$5 million since opening the door in 2006.

First came Red Bull, the energy-drink maker, which bought the league's New York area franchise in 2006 and re-named them the Red Bulls. That same year juice company XanGo Juice put its name on the uniforms of Real Salt Lake. Last year, five more companies jumped in, led by Herbalife, which signed up with the Los Angeles Galaxy as superstar David Beckham agreed to join the team.

MLS, after year of struggling, received a much-needed boost last year with the arrival of Britain's Mr. Beckham, the game's best-known personality, if not its best player. Other international stars, including Mexico's Cuauhtemoc Blanco of the Chicago Fire, have brought thousands of new fans to soccer-specific stadiums in Chicago, Los Angeles and Texas.

Several more stadiums will open in the coming years, and despite a slim presence on television, franchises are now valued at \$25 million to \$40 million, up from just \$5 million to \$10 million earlier in the decade.

MLS Commissioner Don Garber said the Microsoft deal is the latest sign that the league, which nearly went belly-up seven years ago, has gained an unprecedented level of traction.

Mr. Roth, one of Hollywood's most respected executives, has been making movies for 35 years but has always had his eye on owning a sports franchise.

A former soccer player in high school who also coached his son's teams for 15 years as an adult, Mr. Roth decided to pursue a soccer franchise in Seattle because the city's demographics and soccer history pointed to a success.

"We all felt the best place to start in Seattle was Microsoft," he says. "It's an international company but also a local company, which is what soccer should be."

The city's team in the former North American Soccer League, also named the Sounders, was one of the more successful franchises. Also, the state has one of the highest rates of youth soccer participation with 130,000 young players, plus another 60,000 players in adult leagues. A 2006 exhibition between Real Madrid and D.C. United in 2006 sold out Qwest Field, and earlier this year some 56,000 fans watched Mexico play China.

When it starts play next year as the league's 15th franchise, Seattle will be the tenth MLS team to have a corporate name emblazoned on it.

3. The chip off Fire's shoulder hits Osorio in the midsection

By: Orrin Schwarz
Chicago Daily Herald
May 28, 2008

Wouldn't you have wanted to be a fly on the wall in the Fire's locker room immediately after Sunday's 5-1 victory against the New York Red Bulls, before the media were allowed in?

There must have been a couple of knowing chuckles, wider-than-usual grins and hard high-fives, as if to say, "Yeah, we got him. We got him good."

Him would be Juan Carlos Osorio, Fire coach from July 2007 to December 2007, Red Bulls coach since December.

Osorio said his family would feel more comfortable in New York with its large Colombian community, but he reportedly also felt dissed that he didn't get a raise after the Fire found new life after July, squeaking into the playoffs and reaching the Eastern Conference championship.

Yeah, there was a chip on the Fire's collective shoulder, and it wasn't potato. And while Fire owner Andrew Hauptman clearly held a grudge, publicly making known his lack of respect for Osorio, the Fire players also didn't appreciate Osorio's coach-and-run move.

The funny thing is, nobody in Chicago seems to be mourning Osorio's loss now. It's the fans in New York thinking they have the wrong coach, criticizing him in chat rooms for over managing while the Fire sits in a three-way tie for first place, 7 points clear of fifth-place New York.

Here's another funny thing. Osorio is supposed to be a defensive genius, and indeed his club had done well defensively through its first seven games, allowing just 6 goals.

The Fire nearly matched that total in one game against the defensive genius, not from sparkingly creative play, though it was good. The Red Bulls defense looked like it couldn't mark my U-9 team, which did have a much better weekend than the New Yorkers.

It's the Fire that has the best defensive record in MLS, with just 6 goals allowed, 4 fewer than the next best team.

So yeah, it's easy to imagine a little private gloating in the Fire's locker room, as well as the owner's box, or wherever Hauptman was watching from.

Round 1 goes to the Fire. Round 2 is Sept. 6 at Toyota Park, with a third match closing the regular season Oct. 23, also in Bridgeview.

Feeling patriotic: Today, the fun starts for the U.S. national team. The Americans meet England in a friendly at London's Wembley Stadium (2 p.m., ESPN Classic), with matches to follow against Spain and Argentina, all serving as warmups to the start of 2010 World Cup qualifying.

Possibly the most interesting question leading up to the match is, who will start up front?

Clint Dempsey figures to be one of the forwards, but who will be the other, assuming coach Bob Bradley goes with two.

Will Bradley want to see if Eddie Johnson is ready to go, even though he didn't see much first-team action recently with Fulham? Same with Freddy Adu, who fell out of favor at Benfica. Will he move Landon Donovan up top? Maybe surprise everyone with former Fire players Josh Wolff or Nate Jaqua?

The coach needs to find some consistent offense.

I'm an optimist: USA 2, England 1.

And I'm guessing Dempsey will be the lone forward.

4. For some players, fans are too close for comfort

By: Pete Grathoff
Kansas City Star
May 27, 2008

First there was the great streamer debate in Toronto.

You may recall that Michael Wilbon, on ESPN's "Pardon The Interruption," said it was wrong that Toronto FC fans were tossing streamers on the field while D.C. United was taking a corner kick.

That set off a bunch of soccer fans who thought Wilbon should stick to commenting on a sport he actually knows about. And those were the nice criticisms of Wilbon.

On Saturday, Crew fans took it to the next level in Columbus' game against the Revolution.

"They were throwing streamers, beer, bananas, smoke bombs, batteries," New England's Steve Ralston told the Boston Globe. "It's a problem when someone can take a run and get 5 feet from me and throw something at my head. I was just trying to take the (corners) quick and get out of there. I asked Sainey (Nyassi) if he wanted to take them and he said no."

Major League Soccer is actively marketing itself to soccer fans who have watched other fans throw streamers and other objects in Europe and South America. The league's slogan is "Football. Fútbol. Soccer. MLS."

Fortunately for the Revolution, no one tossed a bag of urine. Still, Saturday's actions didn't sit well with New England.

"It gets dangerous," goalkeeper Matt Reis told the Boston Globe. "They aren't policing it. They can throw anything they want and the security people are standing there watching."

Columbus hasn't been known for its great soccer atmosphere and that was the silver lining of sorts for New England.

"But, saying that, it was the best atmosphere the Crew have had in a long time," Ralston said. "You can be loud and enjoy things and have fun, just as long as you aren't throwing things at my head."

Tell it like it is

Major League Soccer needs more players like Chicago forward Chad Barrett.

Sure his four goals and three assists this season are nice, but you've got to like that he is not afraid to speak his mind.

On Sunday, the Fire absolutely crushed the Red Bulls 5-1 at Giants Stadium. The storyline leading up to the game was how New York coach Juan Carlos Osorio had left the Fire after last season for the Red Bulls.

Current Fire coach Denis Hamlett offered this vanilla response when asked about potential revenge factor.

"All week, it was business as usual," Hamlett told reporters after the game. "You're the guys who kept making this more than it was."

Funny, that's not what Barrett said.

"We came in wanting to say, 'You shouldn't have left,'" Barrett told the Chicago Tribune.

Who would you believe?

Fire defender Wilman Conde asked to be traded during the offseason to the Red Bulls, because he wanted to play for Osorio. That request was denied and Conde started Sunday.

"Osorio is a person who from the beginning has showed confidence in me," Conde told the Tribune. "For a player, that gives you confidence.

"It's been a complex season. This is just my second start. But I'm happy we played well and got a good result."

East meets west

There are four games on Saturday and three are interconference contests: Galaxy at Toronto FC, Red Bulls at Dynamo and Crew at Chivas USA.

So far, the East has been a beast and the West has been, well, nothing rhymes with terrible.

In head-to-head games, the Eastern Conference has an 15-6-2 record against the West.

Throw-ins

- ESPN Classic is showing condensed, one-hour version of a UEFA European Football Championship title match each weekday at 6 p.m. from now through June 5.

•The Galaxy and Rapids played a U.S. Open Cup play-in game Tuesday night in Carson, Calif., and the winner advances to face the Wizards at Shawnee Mission North on June 4. Could that be Beckham's debut in Kansas City? Nah, he'll likely play with the English national team on June 1.

Week's best in MLS

Player: Cuauhtemoc Blanco, Fire. Forget the goal he scored (it was on a penalty kick), it was his assists that made him the best player.

Team: D.C. United. May have saved its season with a second-half rally in the win over Toronto FC.

Goal: Todd McManus, Rapids. His blast from 30 yards out somehow slipped inside the right post.

Quote: "He left early. I marked him all game. He's not the fastest guy. When he gets in there 3 yards ahead of everyone else, well ..."

- **Columbus' Danny O'Rourke on Revolution forward Kheli Dube, who scored off a missed penalty kick**

5. Donovan set for 100th national team appearance when U.S. takes on England at Wembley

By: Michelle Kaufman
Ogden Standard Examiner
May 27, 2008

The European season is over. Manchester United reigns over the English Premier League and the continent after outlasting Chelsea in a Champions League final that came down to a penalty-kick shootout.

Real Madrid took the Spanish Liga with 85 points, the highest total in more than a decade. Inter edged Roma for the Italian title. Lyon rules over France. And German club Bayern Munich bid farewell to goalie Oliver "King" Kahn with yet another Bundesliga championship.

As May heads into June, most of the world's best players are now free to vacation, demand raises or trades, and join their national teams for friendly matches.

The first big match is the U.S. vs. England on Wednesday at London's Wembley Stadium. Landon Donovan, the leading scorer in U.S. history, will make his 100th appearance for the national team and become the fourth-youngest player in world soccer history to reach that milestone. The match will be extra interesting for Donovan, 26, because he will be across the field from L.A. Galaxy teammate and British icon David Beckham.

The U.S. is fielding a team made up primarily of Europe-based players. Eight of the Americans make a living in England. Fulham -- which just avoided relegation -- has Clint Dempsey, Carlos Bocanegra and Eddie Johnson, and they are joined by Tim Howard (Everton), Benny Feilhaber and Eddie Lewis (Derby County), Jonathan Spector (West Ham) and Jay DeMerit (Watford).

Midfielder DaMarcus Beasley, who plays for the Glasgow Rangers and has been idled by a knee injury since November, will be back in action.

Only three players are from Major League Soccer: Donovan, Chivas USA goalkeeper Brad Guzan and Houston midfielder Ricardo Clark. Most of the team gathered in England over the weekend, but the MLS players are in season and not flying over until Monday.

"It doesn't get any better than playing England at Wembley," Donovan said by phone. "It's the perfect way to prepare for World Cup qualifying matches. You can't simulate that level of game very easily, so this

comes at a great time for us. And, for the guys who don't play overseas, a chance to play at Wembley might not come again, so we have to take advantage of the opportunity."

From London, the U.S. team heads to Santander for a June 4 match against Spain, and then back to New Jersey for a June 8 friendly against Argentina at Giants Stadium. Qualifying for the 2010 World Cup begins for the Americans on June 15 against Barbados at Carson, Calif.

"We're excited about the challenge of playing England," said U.S. coach Bob Bradley, who leads a team that is undefeated in 2008 and riding a five-match unbeaten streak. "We expect that this is going to be a fantastic experience. Overall, we look forward to a good week -- and continuing the process of preparing for the task of qualifying for the 2010 FIFA World Cup in South Africa."

England manager Fabio Capello is preparing his team for matches against the U.S. and Trinidad and Tobago. The roster includes four players from Manchester United -- Wes Brown, Rio Ferdinand, Owen Hargreaves and Wayne Rooney -- and five Chelsea players -- Wayne Bridge, Ashley Cole, Joe Cole, Frank Lampard and John Terry.

Beckham is playing his 101st match for the national team.

The U.S. and England last met on English soil at Wembley in 1994, and the home team won 2-0.

The teams played again in 2005 at Chicago's Soldier Field, and England won 2-1 in front of a crowd of 47,637.

Kickoff for Wednesday's match is 8 p.m. local time (3 p.m. EDT), and the match will be broadcast live on ESPN Classic. More than 1,300 fans bought tickets to sit in the U.S. supporters' section.

U.S. roster: Goalkeepers, Dominic Cervi (out of contract), Guzan (Chivas USA), Howard (Everton/ENG); defenders, Bocanegra (Fulham/ENG), Dan Califf (FC Midtjylland/DEN), Steve Cherundolo (Hannover 96/GER), DeMerit (Watford/ENG), Oguchi Onyewu (Standard Liege/BEL), Michael Orozco (San Luis/MEX), Heath Pearce (Hansa Rostock/GER), Spector (West Ham United/ENG); midfielders, Freddy Adu (Benfica/POR), Beasley (Glasgow Rangers/SCO), Michael Bradley (Heerenveen/NED), Clark (Houston Dynamo), Feilhaber (Derby County/ENG), Eddie Lewis (Derby County/ENG); forwards, Dempsey (Fulham/ENG), Donovan (Los Angeles Galaxy), Nate Jaqua (SC Rheindorf Altach/AUT), Johnson (Fulham/ENG), Josh Wolff (1860 Munich/GER).

MOVING DOWN

The end of the European season also ends top-division status for the three worst teams in each league. The English Premier League loses Reading, Birmingham and Derby. Empoli, Parma and Livorno were demoted from Italian Serie A. Levante, Murcia and Real Zaragoza moved down from the Spanish Liga. In France, Lens, Strasbourg and Metz were demoted. And Nuremberg, Hansa Rostock and MSV Duisburg were relegated from the Bundesliga.

ELSEWHERE

Ecuadoreans advance: LDU Quito made the Copa Libertadores semifinals with a victory over Argentine club San Lorenzo, becoming the first Ecuadorean team in the final four since 1998. The other semifinalists are America (Mexico), Fluminense (Brazil) and Boca Juniors (Argentina).

Miami FC signs Brunner: Miami FC bolstered its defense by signing former Ohio State standout Eric Brunner, who is on the Under-23 U.S. national team and could be headed to the Beijing Olympics. Brunner was drafted by the New York Red Bulls in the first round and was in France last weekend with the national team for the Toulon International tournament. He scored in a 3-2 loss to Turkey in the first round. Miami FC is at Portland on Memorial Day and returns home Friday against Seattle.