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Council Bluffs Soccer Club Hires General Manager for Iowa West Sports Plex

(Council Bluffs, IA) - The Council Bluffs Soccer Club has announced the hiring of Reggie Morton, as the new General Manager for the Iowa West Sports Plex. The Sports Plex is an Iowa West Foundation initiative and will open later this spring. Morton will be responsible for the day to day operations of the 75,000 square foot indoor complex that will serve southwest Iowa youth athletes and their families.

"I am honored to have the opportunity to work with a team of talented executives. I truly love kids, and there is so much of this job that I would not consider work, but rather privilege," Morton said. "I look forward to hitting the ground running while enhancing the lives of the children in the community."

Morton joins the team from Papillion, Neb. and brings 25 years of executive experience from some of the largest fitness companies in America. He previously served as a General Manager, Area Director and Vice President of Operations and was influential in the growth of over 15 fitness facilities in the metro area.

"We are so excited to add Reggie to the team and look forward to his leadership as the facility comes to life," said executive director of the Council Bluffs Soccer Club, Arian Haddix. "He brings an infectious energy and a commitment to creating spaces where people want to belong."

As a father of 14-year-old twins, Morton also spends much of his time coaching and mentoring young student athletes in his community. He attended the University of South Dakota where he was a Business Communications major and continued his education in Project Management studies.

The Council Bluffs Soccer Club is a community-based, volunteer organization supporting recreational and competitive soccer playing under United States Specialty Sports Association (USSSA), Iowa Soccer Association (ISA), the United States Soccer Federation (USSF) and the United States Youth Soccer Association (USYS). The Council Bluffs Soccer Club organization is a 501(c)(3) organization with a mission to be a first-class soccer club to help all youth maximize their soccer experience with a safe atmosphere for practice and play, quality, professional training, and well-organized game competition that is developmentally appropriate for all levels of play.

Named in honor of the lead donor for the project, the Iowa West Sports Plex will be a 75,000 square foot indoor turf facility with the ability to accommodate multiple young athletes from sports including soccer, baseball and softball with potential for flag football, rugby, lacrosse, ultimate Frisbee and more. It will also be able to offer speed and agility training to athletes of all ages. The artificial turf will be the size of one regulation youth 11v11 soccer field with the ability to be separated into multiple smaller fields.