

SDCFOA

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ABOUT US

OVER THE YEARS, OUR ASSOCIATION HAS BUILT SOMETHING STRONG.

We've created **one of the most comprehensive officiating ecosystems** around. Our website houses an extensive library of video breakdowns, mechanics documents, policy manuals, meeting recordings, and training guides. We've invested heavily in structure, content, and development. It's paid off.

But even with everything we had in place, we found ourselves asking an important question: **Are our officials as connected, engaged, and prepared as they could be?**

We weren't looking for "another tool." We were looking for something that could help us bring it all together. Something that didn't just store information, but actually *engaged* our officials to learn, grow, and stay.

That's when we found RefMasters.



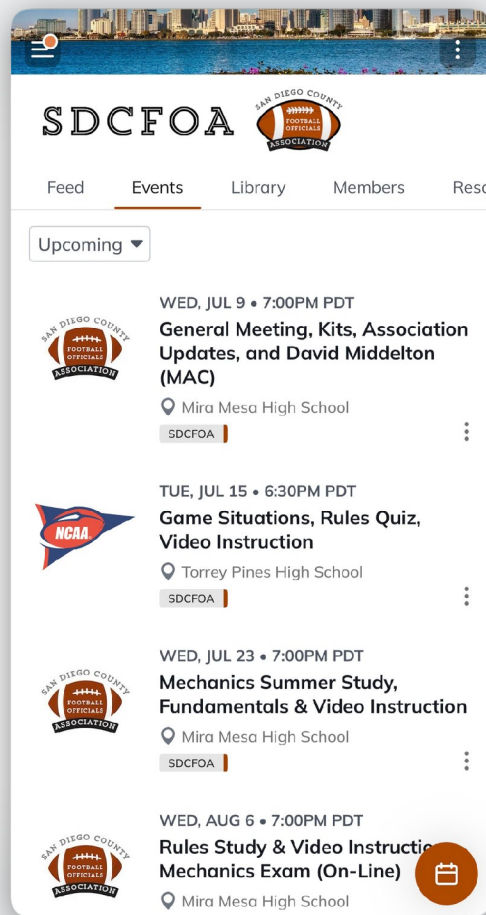


WHY WE CHOSE REFMASTERS

THEY'RE LED BY ACTIVE NFL, MLB, AND NBA OFFICIALS.

And the mobile/desktop platform they've built addresses the challenges every association is facing right now:

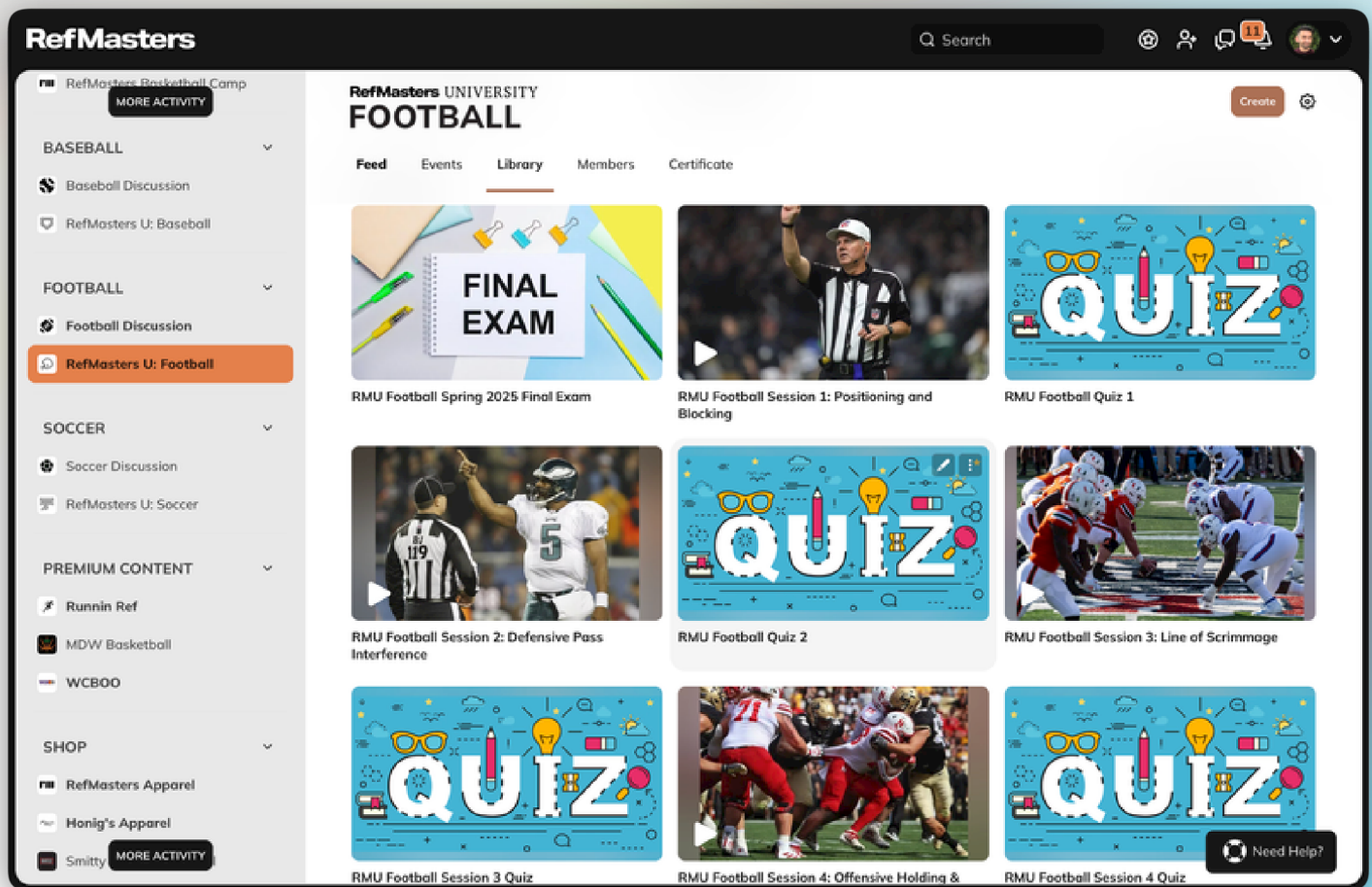
- **Retention** — Officials dropping out too early
- **Engagement** — Difficulty reaching and inspiring officials
- **Development** — Making training feel relevant and interactive
- **Simplicity** — Juggling emails, documents, and outdated systems



OUR PRIVATE SPACE

IT'S AN ALL-IN-ONE DIGITAL HOME FOR OUR ASSOCIATION.

- **Personalized Feed** – Post videos, rule updates, announcements, polls, and real-time interactions.
- **Events Calendar** – Schedule meetings and trainings with RSVP and reminders built in.
- **Library & Quizzes** – Upload existing materials, embed YouTube content or use content directly from RefMasters University.
- **Policies & Info** – Our members get fast access to game-day protocols, uniform guides, and forms.



THE REFMASTERS COMMUNITY

OUR REFEREES ENJOY MORE THAN THE PRIVATE SPACE.

In addition to being professionally designed, the RefMasters App offers plenty for officials at all levels.

- Daily play breakdowns from NFL, MLB and NBA officials
- Free live events
- Peer interaction with thousands of officials from 50+ countries
- The RefMasters University program with courses and certificates



SDCFOA



Create



Feed

Events

Library

Members

Resources

HOW TO GET STARTED

REFMASTERS MAKES THE LAUNCH PROCESS INCREDIBLY EASY.

They built the space for us. They offered suggestions for content. They provided one-on-one support at every step, and continue to do so.

And unlike most tech platforms out there, **there's no cost.** There's no license fee. No hidden charges. No paywall.

Their mission is to make officials better—and they've built a tool that lives up to that mission.

We're just getting started. But already, we're confident: **This is going to change the way we lead.**

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