



**Southwest Eagles Youth Hockey Association**  
**Agenda**  
**Annual Meeting**  
**April 13, 2010**  
**7:00 pm ENIA Mezzanine**



1. Call to order – Otis Woods- **7:02 pm**
2. Approve minutes of 2009 Annual Meeting – Coco Schauff  
**Motion by Mike Miller, 2<sup>nd</sup> by Janie Ritter to approve 2009 minutes- motion passed 100%**
3. Ice Inc. Report- Mike Moore/Bryan Pellitteri
  - **Ice Inc was developed 15 years ago. Their task is to provide a quality facility for all user groups. Main groups are SW, VAHS and Ice Spirit.**
  - **Obstacles-**
    - **Finances. Lost \$14,000 this past year. Prior years loss was \$28,000 (many expenses/repairs that year).**
    - **Selling ice in the off season- More rinks competing for summer camps.**
  - **Goals for upcoming year**
    - **Increase fundraising – with all user groups**
    - **Continue “in-house” programs during the off season**
    - **Review Bylaws and possible adjust board positions**
  - **Currently is a 5 person board. Per bylaws, 3 members are from SW, the other 2 are open. Current board is all SW members. Would like to look at adding VAHS and Ice Spirit reps to the board**
  - **A big thank you to John Sturgis, for his many years of service to both Ice Inc and SW boards. John resigned from Ice Inc board this year.**
4. Treasurer’s Report – Joe Gastel

**TREASURER REPORT 2010 ANNUAL MEETING**

**As compared to the previous year, we had a much better year fiscally in 2009-2010. We were able to cash flow the entire season, as well as make some progress in getting caught up from last year’s shortfall.**

**Barring any major changes to expenses, we should be able to end the next season with a small cash surplus. Ice Inc has indicated they will most likely be increasing the cost of ice a little bit but most other major expenditures should be static. We are hoping to eliminate and or control some expenses to mitigate that increase as well as continue sound budgeting practices in order to rebuild the cash reserves of the club. Some areas we will focus on to reduce expenses are:**

- **Ice Credits Structure as it relates to fundraisers**
- **Equipment replacement strategy**
- **Concession – spoilage & shrinkage**
- **Merchants Fees (fees we pay for credit card services)**



Southwest Eagles Youth Hockey Association  
Agenda  
Annual Meeting  
April 13, 2010  
7:00 pm ENIA Mezzanine



Recap of major sources of income and expenses through 3/31/10:

Revenue

Skater Fees	131,000
Fundraising	24,800

Expense

Ice Rental & Dryland	101,000
Ice Credits	16,300
Officials	10,300
General Operating Expenses	10,700
Coachs (incl Non Parent)	4,600
Equipment & Jerseys	2,500

5. President's Report – Otis Woods

President's Report  
Submitted by Otis Woods, President

**Agenda**

**1. Introduction**

- a. Thank you for attending this important event.
- b. Introducing Robert's Rules of Order to guide this meeting.

**2. Year-in-Review**

- a. Conflict with West Madison Polarcaps regarding Transfers.
- b. Evaluations
  - i. Very good process.
  - ii. Pee wee Selection Process. Didn't go as smoothly as prior years. Member concerns received and addressed.
  - iii. Bantam Selection Process. Member concerns received and addressed. Info used for next year's team placement.
- c. Monroe Pee wee Situation
- d. Concessions
  - i. New tracking
  - ii. Moe expanded report from our Coordinator, Rebecca Polk
- e. WAHA News.
  - i. Continued desire to grow girl's hockey. Fastest growing sector in hockey and in many sports areas.
  - ii. Declining interest in boys' hockey is a national trend. Costs are a concern. SW down as well. Registrar update. Recruitment report later.
- f. Region 4 News
  - i. Vacancies at many board member positions.
  - ii. Match penalties, the really serious ones, down this year. SW = 1 skater, 2 situations, that appeared before the disciplinary committee.
  - iii. Earlier designation of team placement.
- g. League Champions –





**Southwest Eagles Youth Hockey Association**  
**Agenda**  
**Annual Meeting**  
**April 13, 2010**  
**7:00 pm ENIA Mezzanine**



- c. Coaches Committee – Joe Taylor, Ace Director
  - **First year as ACE. Jim Feely needed to resign early d/t job transfer. Thanks to Jim for all his years of service.**
  - **Coaches Committee is represented by a coach from each level. When positions open, you must be nominated by a current committee member.**
- d. Website Update – Joe Taylor
  - **2<sup>nd</sup> year with GoalLine. It's been a successful transition. Has been very useful in increasing communication.**
  - **He will be nominating a new Webmaster for next year.**
  - **Jill Pitek took over the newsletter and did a wonderful job—Thanks!**
- e. Fundraising—
  - **Joe G. - will be revisiting ice credit hours given out. May need to adjust based on work done. Currently all get paid the same.**
    - i. Open Coordinator Positions
      - **Position remained open this year. Priority to fill by new board year.**
      - **Golf outing will be do in conjunction with VAHS Hockey. Tentative date of August 13, 2010. Watch for more information**
    - ii. Watch for on-line volunteer sign up for Parade of Homes
- f. Registrar's report- Janie Ritter
  - **191 skaters this year (170 families). An increase of 20 skaters from last year- Big Thanks to Jennifer Griffith-McCormick!**
    - i. 2010-11 early registration
      - **Early registration is very important for making our budget. Watch for early registration dates.**
      - **Will again hold a registration day this summer.**
- g. Tournament Coordinator - Lynette Kobza
  - **Hosted Squirt A State Tournament**
  - **Net profit \$5,301.84 (still awaiting T-shirt commission)**
  - **Thanks to Joe Gastel for applying for and obtaining \$1,000 grant from Verona Chamber of Commerce, which went toward the running/profits of the tournament.**
  - **Recommendation:**
    - **A state tournament hosted by SW should be an organizational event.**
      - **Each SW team should donate a basket for the raffle**
      - **Each SW team is expected to a minimum of 2 ads for the tournament booklet**
      - **Each SW family is expected to work hours at the tournament, unless their team is out of town for the weekend. Families may also help with planning/organizational stages of the tournament**
      - **State tournament expectations are in addition to concession hours.**
    - **Develop a state tournament binder**
      - **Club policies/procedures regarding tournaments**
      - **Detailed ideas/suggestions for organizing/running the tournament.**



**Southwest Eagles Youth Hockey Association**  
**Agenda**  
**Annual Meeting**  
**April 13, 2010**  
**7:00 pm ENIA Mezzanine**



- **Past forms/letters**
- **Past income/expenses from previous tournaments.**
- **Other useful information**
- **Complete evaluation after each tournament**
  - **Explore alternatives to improve process**
  - **evaluate all fundraising opportunities in connection with the tournament**
  - **Change policies/procedures if warranted**
- h. **Building Maintenance Committee - Bob Ryan**
  - **Committee was formed last year. The 15 year old building is starting to show its age. The repairs/maintenance is more than the staff can do.**
  - **Formed short, mid and long term goals**
  - **Things completed this year**
    - **Repaired rubber flooring by Hughes Flooring**
    - **Repaired/maintained game nets- by Mike Miller**
    - **Drinking fountains fixed (originals)**
    - **A consultant for “Design Vision” of the rink- paid for by Tony Heinrichs.**
    - **New rink lighting- energy savings of \$400-500.00/mth.- put in by Pete Tourdot**
    - **New locker room lighting- donated by Bob Ryan**
    - **New sound system- donated by the Sticka’s**
    - **Floor Cleaner- donated by Tony Heinrichs**
  - **Up coming projects**
    - **Tap ceiling**
    - **New condenser (will cost ~\$25,000)**
    - **Ceiling insulation**
    - **Mezzanine carpet**
    - **Continue to replace glass**
    - **New bathroom counter tops**
  - **Big thank you to Bob Schaefer**
  - **Continue to form a “United Front” between all user groups- SW, VAHS, & Ice Spirit.**
- i. **Recruitment- Jennifer Griffith-McCormick**
  - **This was the first year with our strong recruitment efforts.**
  - **Flyers made up by Jill Pitek put up around town.**
  - **Participated in homecoming parade, which generated many phone calls**
  - **Put articles in the paper**
  - **Would like to move it into a committee format next year.**
  - **Need to fight “myths of hockey” Cost and travel.**
- j. **Update from ALDs**
  - **LTP- Tony Heinrichs- fun and successful year**
  - **Level 1 & 2- Joe Taylor- 44 skaters. Ten squirt rec players, hope to have a peewee rec team next year.**
  - **Mite A- Scott Dahlk- 11 skaters, only 3 were returning players. Skaters showed great progress. Successful year- all skaters are coming back next year.**



**Southwest Eagles Youth Hockey Association**  
**Agenda**  
**Annual Meeting**  
**April 13, 2010**  
**7:00 pm ENIA Mezzanine**



- **Squirt- Ken Keryluk- Two teams this year. Again, skaters showed great progress.**
- **Peewee- Kevin Hughes (gone on Vacation, aloha) - Three teams this year. A team took 3<sup>rd</sup> at State. C team won Region 4**
- **Bantam- Mark Jones- need to a better job in evaluate team levels for league placement.**
- **HS2- Bob Schaefer- this years team represented 6 school districts. Had a fantastic year. Challenged the kids and they responded. Won Region 4, took 1<sup>st</sup> place at both invitational tournaments and placed 3<sup>rd</sup> at the State Tournament.**

7. New Business

- a. Code of Conduct Issues for 2009-10 season-Otis Woods/Dave Kepler  
**See President's report**
- b. Proposed name change- Dave Kepler/committee/all
  - **Committee consisted of Dave Kepler, John Parker, Joel Marshall, and Mark Jones.**
  - **Pros for the name change:**
    - **Committee feels a new identity, consistent with VAHS, would help increase recruitment, retention, and team pride.**
    - **Work closer with VAHS Hockey Boosters**
    - **Having VAHS and HS2 work closer together**
  - **Concerns:**
    - **money- would cost ~\$15,000 for jerseys alone**
    - **Alienating non-district players**
    - **Losing the name sake of Southwest Eagles**
  - **77% of the current skaters at SW are in the VAHS district**
  - **More association are now call by their town name- Oregon, McFarland**
  - **Need to commit to the change**
    - **start a fund to have \$15,000 in the bank by June 1, 2011**
    - **Quit buying SW jerseys and buying them back**
  - **New jerseys would be owned by the association, would collect a \$20.00 yearly rental fee from each skater.**

**Comments/Discussion:**

- **Bob Ryan- would we need to change the name of the rink- Committee feels we don't need to change the name of the rink**
- **Liz Hammen- would VAHS booster help finically support this change**
- **Mike O'Brien- could hurt recruitment--~ 25% of the skaters are out of the district. Waunakee removed "Waunakee" and went to "Wildcats" only- because they felt it was hurting recruitment. Would hurt HS2 team- could you convince Edgewood students to play club hockey team named "Verona Wildcats".**
- **Could we change just the colors and leave the SW name?**
- **Joe Taylor- what is the primary benefit of the change- ?recruiting?**
- **Joel Marshall- he feels the name change will help with the natural progression to HS hockey. He wouldn't want the same jersey/logo as VAHS. He would still want to keep the excitement of handing out the**



**Southwest Eagles Youth Hockey Association**  
**Agenda**  
**Annual Meeting**  
**April 13, 2010**  
**7:00 pm ENIA Mezzanine**



**“unique” HS jersey to players that make the team. Feels changing the name/colors would help increase team pride, recruitment and retention.**

- Could HS2 keep the name Southwest Eagle- no this would be bylaw change for the entire association.**
- Why not put the money into recruitment instead of name/color change**
- Need to put money into rink not name change**

**Motion made by Steve Simpson to begin fundraising to cover the cost of the name and color change. 2nd by Rich Roth.**

**Motion by Brad Montgomery for color change to be orange, black and white. 2<sup>nd</sup> by JR Reed**

**Motion made by Scott Dahlk to suspend motions and send back to committee for further discussion and planning. 2<sup>nd</sup> by Bob Schaefer.**

**Motion to suspend passed: Yea-71  
Nay- 18**

**Discussion will be sent back to committee. Members would like a better outline on how the fundraising would be run, without pulling from current fundraising efforts. A special Association meeting may be held prior to the annual for further discussion and/or voting.**

- c. Annual Elections- Otis Woods/Coco Schauff**
  - i. Learn to Play ALD**
    - Tony Heinrichs nominated Jamie Stebbeds (he accepts the nomination) Motion by Joe Taylor and 2<sup>nd</sup> by Ken Keryluk to close the nomination and cast a vote. Motion passed 100%.**
    - Jamie Stebbeds is the new LTP ALD**
  - iii. Level 1 & 2 ALD**
    - Joe Taylor nominated Tony Heinrichs (he accepts the nomination) Motion by Joe Taylor and 2<sup>nd</sup> by Ken Keryluk to close the nomination and cast a vote. Motion passed 100%.**
    - Tony Heinrichs is the new Level 1 & 2 ALD**
  - iv. Mite ALD**
    - Nominations are**
      - Terry Ritter**
      - Walter Iszczyszyn**
    - Motion by Joe Taylor and 2<sup>nd</sup> by Ken Keryluk to close the nomination and cast a vote.**
      - Results:**
        - Terry Ritter- 29 votes**
        - Walter Iszczyszyn- 51 votes**
      - Walter Iszczyszyn is the new Mite ALD**
  - v. Squirt ALD**
    - Nominations are**
      - Matt Smith**



**Southwest Eagles Youth Hockey Association**  
**Agenda**  
**Annual Meeting**  
**April 13, 2010**  
**7:00 pm ENIA Mezzanine**



- **Motion by Joe Taylor and 2<sup>nd</sup> by Ken Keryluk to close the nomination and cast a vote. Motion passed 100%.**
  - **Matt Smith is the Squirt ALD**
- vi. **Peewee ALD**
  - **Nominations are**
    - **Ken Keryluk**
    - **Dana Borgerding**
  - **Motion by Tom Osting and 2<sup>nd</sup> by Sue Wake to close the nomination and cast a vote.**
    - **Results**
      - **Ken Keryluk- 37 votes**
      - **Dana Borgerding- 50 votes**
    - **Dana Borgerding is the new Peewee ALD**
- vii. **Bantam ALD**
  - **Nominations are**
    - **Brad Taylor**
    - **Chris Roehrig**
  - **Motion by Mike Miller and 2<sup>nd</sup> by Bob Schaefer to close the nomination and cast a vote.**
    - **Results**
      - **Brad Taylor- 32 votes**
      - **Chris Roehrig- 54 votes**
    - **Chris Roehrig is the new Bantam ALD**
- viii. **HS2 ALD**
  - **Nomination is**
    - **Bob Schaefer**
  - **Motion by Tom Osting and 2<sup>nd</sup> by Sue Wake to close the nomination and cast a vote. Motion passed 100%**
    - **Bob Schaefer remains HS2 ALD**
- ix. **Registrar**
  - **Nomination is**
    - **Janie Ritter**
  - **Motion by Tom Osting and 2<sup>nd</sup> by Bob Schaefer to close the nomination and cast a vote. Motion passed 100%**
    - **Janie Ritter remains the Registrar**
- x. **Vice President**
  - **Nominations are**
    - **Scott Dahlk**
    - **Courtney Corning**
    - **Art Bishop**
    - **Ken Keryluk**
  - **Motion by Tom Osting and 2<sup>nd</sup> by Brad Taylor to close the nomination and cast a vote.**
    - **Results**
      - **Scott Dahlk- 23 votes**
      - **Courtney Corning- 30 votes**
      - **Art Bishop- 11 votes**



**Southwest Eagles Youth Hockey Association  
Agenda  
Annual Meeting  
April 13, 2010  
7:00 pm ENIA Mezzanine**



- **Ken Keryluk- 23 votes**
- **Courtney Corning is the new Vice President**
- xi. President
  - **Nominations are**
    - **Tim Ritter**
    - **Jay Brazeau**
    - **Mark Jones**
  - **Motion by Tom Osting and 2<sup>nd</sup> by Sue Wake to close the nomination and cast a vote.**
    - **Results**
      - **Tim Ritter- 30 votes**
      - **Jay Brazeau- 27 votes**
      - **Mark Jones- 31 votes**
    - **Mark Jones is the new President**

**Of note, there were 57 signed in members that attended the meeting. Also recorded were 31 proxy votes.**

- 8. Adjourn meeting
  - **10:31 motion made by Tom Osting, 2<sup>nd</sup> by Joe Gastel to adjourn the meeting. Motion passed 100%!**

4/16/10- submitted by Coco Schauff, Secretary

**Scroll down for list of Board Contacts**

**SOUTHWEST EAGLES HOCKEY ASSOCIATION, INC.  
2009-2010 Board of Directors and Age Level Directors**



**Southwest Eagles Youth Hockey Association**  
**Agenda**  
**Annual Meeting**  
**April 13, 2010**  
**7:00 pm ENIA Mezzanine**



<b>President</b> Mark Jones 608-845-5350 <a href="mailto:bjones@netscape.net">bjones@netscape.net</a>	<b>Past President</b> Otis Woods 608-424-6979 <a href="mailto:otiswoods2@verizon.net">otiswoods2@verizon.net</a>	<b>Vice President</b> Courtney Corning 608-320-3564 <a href="mailto:sweaglesvp@gmail.com">sweaglesvp@gmail.com</a>	<b>Secretary</b> Coco Schauff 608-424-1416 <a href="mailto:Schauff@yahoo.com">Schauff@yahoo.com</a>
<b>Treasurer</b> Joe Gastel 608-424-1648 (home) 608-273-1725 Fax <a href="mailto:joeg@mmins.com">joeg@mmins.com</a>	<b>Registrar</b> Janie Ritter 608-848-5852 <a href="mailto:janieritter@ymail.com">janieritter@ymail.com</a>	<b>Ice Scheduler</b> Maria Hill 608-935-0704 <a href="mailto:hillfamily1@charter.net">hillfamily1@charter.net</a>	<b>Ace Director</b> Joe Taylor 608-663-4577 <a href="mailto:ace@southwesteagles.com">ace@southwesteagles.com</a>
<b>Fundraising Co-Coordinator</b>	<b>Fundraising Co-Coordinator</b>	<b>Midget/HSC Director</b> Bob Schaefer 608-523-4068 <a href="mailto:rkschaefer@hotmail.com">rkschaefer@hotmail.com</a>	<b>Bantam Director</b> Chris Roehrig 608-235-5000 <a href="mailto:kroehrig@quality-cellular.com">kroehrig@quality-cellular.com</a>
<b>Pee Wee Director</b> Dana Borgerding 608-848-4785 <a href="mailto:dborgerding@charter.net">dborgerding@charter.net</a>	<b>Squirt Director</b> Matt Smith 608-848-9305 <a href="mailto:matthew.smith@jackson.com">matthew.smith@jackson.com</a>	<b>Mite Director</b> Walter Iszczyszyn 608-358-1582 <a href="mailto:Walter.iszczyszyn@hologic.com">Walter.iszczyszyn@hologic.com</a>	<b>Level 1 &amp; 2</b> Tony Heinrichs 608-235-9220 <a href="mailto:tonyheinrichs@aol.cim">tonyheinrichs@aol.cim</a>
<b>Learn to Play</b> Jamie Stebbeds	<b>Hockey Operations Consultant</b>	<b>Webmaster</b>	

4/16/10- submitted by Coco Schauff, Secretary